

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LI.

NEW YORK, MAY 31, 1905.

No. 9.

THIRTY MILLION DOLLARS A YEAR!

That's the amount of business Sears-Roeback & Co. did in direct sales last year, and right now while you are reading this, Sears-Roeback & Co. are spending THREE MILLION DOLLARS erecting new buildings as additional capacity to enable them to handle their fastly-increasing business. The interesting feature of this—to advertisers—is, that Sears-Roeback & Co. is a concern that has been built up THROUGH ADVERTISING. They did not start in with a couple of million capital—and make an "appropriation" of several thousands to SPEND—*that's the word*, SPEND—annually—but they created and built up their business THROUGH ADVERTISING.

Here are a few other Chicago concerns who have built up their business THROUGH ADVERTISING:

JOHN M. SMYTH CO.	MONTGOMERY WARD & Co.
CASH BUYERS' UNION,	BULLOCK-WARD & Co.,
	CROFTS & REED.

These are a few of the largest.

What publications do these concerns use for their advertising? Do you see their copy in the prettily painted Newsstand Magazines? **Not by a D. S.**

You will find the advertising of these concerns confined to the mail-order papers. They have created and built up their business THROUGH ADVERTISING in the mail-order papers—"the papers that circulate."

Sears-Roeback & Co.—the largest concern of its kind in the world—pays

The Woman's Magazine of St. Louis

more money for advertising space than they pay any other one publication in the world.

The mail-order papers may not appeal to your own artistic and literary taste, but they reach 70 per cent of eighty million people, all of whom have money to spend. You cannot expect this great 70 per cent to buy your products if they have never heard of them—and they will never hear of them unless you advertise in the publications that reach them.

Your advertisement in a magazine lying on the newsstand shelf in New York City, no matter how artistic or pretty it may be, will never sell your product to a man or woman living in Dodge City, Kan.

The Woman's Magazine of St. Louis

has a larger PROVEN circulation than any other one publication even claims, and EVERY COPY CIRCULATES.

\$178,105.25

WAS PAID BY

49 Food Advertisers

for the space they used from
January, 1904, to June, 1905, in

THE BUTTERICK TRIO

*This makes an average of \$9,894.74
of food advertising in each of the 18 issues*

Herewith are appended their names and the total amount of their advertising investment during the stated period:

Acker, Merrill & Condit . . .	\$2,000.00	Knox, Charles B.	\$898.00
Armour & Company	6,700.00	Lea & Perrins	1,960.00
Baker & Company	2,455.00	Liebig & Company	700.00
Baker, Walter, & Company . . .	3,103.00	Lowney, Walter M.	4,048.40
Beardsley, J. W., & Sons . . .	2,864.25	Mackintosh, John	1,402.50
Bishop & Company	1,600.00	National Biscuit Company . .	12,590.00
Cailler's Chocolate	2,240.00	Natural Food Company . . .	7,162.30
California Fruit Distributors .	1,120.00	Pettijohn	6,800.00
Cerebos Salt	1,388.00	Pillsbury's Vitos	670.00
Corn Products Company	2,660.00	Plymouth Rock Gelatine . .	406.00
Cottolene	6,950.00	Quaker Oats	10,830.00
Cream of Wheat Company . . .	28,219.00	Ralston Purina Company . .	6,155.00
Croft & Allen	740.00	Stern & Saalberg	3,315.00
Cudahy Packing Company . . .	2,680.00	Swift & Company	2,280.00
Dunham Mfg. Co.	3,605.00	Tildesley & Company . . .	1,250.00
Egg-O-See	6,650.00	Tone Brothers	1,940.00
Force Food Company	9,294.50	Towle Maple Syrup	1,995.00
Franklin Mills	2,266.00	Van Camp Packing Co. . . .	1,340.00
Genesee Pure Food	3,635.00	Van Duzer Extract Co. . . .	399.00
Gleason Grape Juice Co. . . .	1,360.00	Van Houten's Cocoa	735.00
Goyer-Alliance Co.	1,680.00	Welch Grape Juice	1,965.00
Havemeyers & Elder	2,644.70	Whitman Grocery Company .	1,586.40
Heinz, H. J., Company	6,052.70	Wixton, W. W.	110.00
Horlick Food Company	4,824.00		
Huyler's Cocoa	2,036.50	Total	\$178,105.25

One advertisement of each of these 49 food advertisers will appear in the June issue of THE WOMAN'S HERALD, which will also contain much information of value to the active and prospective food advertiser. Among the features will be a chart showing the growth of food advertising in magazines since 1870. If you are not on THE WOMAN'S HERALD mailing list and are interested in advertising, particularly food advertising, we would be glad to send you a copy of the June issue, free.

THOMAS BALMER, Advertising Manager
BUTTERICK BUILDING, NEW YORK

W. H. BLACK, Western Advertising Manager, 200 Monroe St., Chicago, Ill.

(The Butterick Trio for August will enter 1,500,000 homes on July 15th; forms close June 10th.)

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LI.

NEW YORK, MAY 31, 1905.

No. 9.

FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

TWENTY-SECOND PAPER.

It was in the year 1869 that the first volume of Rowell's American Newspaper Directory appeared. It was modeled pretty closely after Mitchell's Directory of the Newspapers of Great Britain, but with two important differences. Mitchell's was sold for an English shilling while ours was priced at five dollars. Mitchell's did not attempt to give any information about the circulation of the papers described, while with ours the rating of circulations was a feature considered of prime importance. It was a new thing, however. It had never been attempted before. I was often told that it would not be allowed in England, and it is a fact that it has not yet been attempted in any country but America; and an effort made in London, about two years ago, to bring out a directory on the plan so long in use by us, was promptly squelched by the Courts.

So far as the success of our Advertising Agency was concerned the publication of the Directory was probably a mistake. The book placed at everybody's disposal as complete a list of papers as we ourselves possessed, and, although it was copyrighted that would not prevent others from extracting from it, all the information they had use for, and thereby be enabled to publish a competing book at little expense, depending upon ours for all information needed except in cases where, for private purposes, it became desirable to convey other and different informa-

tion. There is not sufficient sale for such a book to defray the cost of its production, and the publisher of one, like the publisher of a newspaper, must rely for his profit, if he makes one, upon the advertising patronage he is able to secure.

Our book carried a great deal of advertising, taken always upon the condition that the charge for it should stand on the books of the advertising agency until balanced by advertisements inserted upon our order "at cash rates less the usual agent's commission." There is, and was, in many cases, a great difference between the rate a publisher might be induced to accept for cash, and that printed on his rate card; and sometimes a publisher, oblivious of the fact that there stood a charge against him for an advertisement in the Directory, would accept and commence upon carrying out a pretty heavy contract at perhaps not so much as half his schedule rate, and would be too disgusted for anything to have the bill for the Directory advertising resurrected, at a time when he had counted on fingering a considerable sum in ready money. An instance is recalled of a visit from a business-like looking man who came from a Maryland town, was the owner and operator there of a stone quarry, but had loaned money to the publisher of the local paper, and finally had to take possession of it. He had not found the books in good order, but there was an account against the Rowell Agency for about \$150 and the foreman had told him that it was O. K. As he was coming to New York he decided to collect the account in person. It looked all right, but

there were counter charges. The paper had bought a keg of ink on one or two occasions, there was a charge of \$10 for "Riley's Indispensable" which was a recipe for a dryer to be added to inks in certain conditions, there was the agent's commission of twenty-five per cent, which to the quarryman was an entirely new idea, and finally there was a charge of \$75 for a page advertisement in the Directory. Figuring it all out and, he being new to the business, taking pains to exhibit the orders and the original charges, there was found to be due to him the sum of \$1.18 for which a check was given, payable, as was the practice, "to the order of the publisher of" the paper. He looked everything over, asked an intelligent question here and there, found no fault, but as he deposited the check with his roll and replaced the strap on the leathern pocket-book he had extracted from his pantaloons, he remarked with an expression that seemed to indicate he was learning much about the publishing business, "It wasn't a very heavy transaction after all, was it?"

The method of paying for advertisements in the Directory, as indicated above, was grossly unfair. A charge against the *New York Herald* for \$75 was as good as \$75 in the cash drawer; while a similar charge against the quarterly *Chariot of Wisdom and Love*, published at Singer's Grove or Battle Creek, might remain on the books for years before any one should be found to give even as much as a five dollar bill for a hundred dollar advertisement in the magazine which, with the commission deducted, would just settle the account. The comparative worthlessness of these charges was demonstrated about a dozen years ago when several juniors of the establishment became the managers of the Advertising Agency, and it was thought better that these charges, payable in swap advertising, should not pass over to them. It was decided to use up all the space of the sort then on hand by introducing to public favor, a new proprietary medicine called *Ripans Tabules*. The total

amount of advertising required to balance the exchange accounts then on the books amounted to something in excess of \$125,000. An effort had been made to sell the space to some one of half a dozen owners of proprietary articles, at twenty cents on the dollar, but it was not successful. At the end of fifteen months, when the books were balanced and the advertising all done, the total sales of *Ripans Tabules*, at wholesale and retail, had reached the very moderate figure of \$976.48. Comparatively worthless, from a money point of view, as a large majority of these accounts were, there would always be among them a considerable percentage of such as were worth dollar for dollar.

The charge was frequently made and reiterated, that whether a paper advertised in the Directory or did not advertise in it, made all the difference in the world, with the question whether that paper would be accorded, in the Directory, a high circulation rating or a low one. Although there was never a shadow of foundation for these charges, there is no doubt at all that the publication of them did lead a great many newspapers to advertise in the book who would not have done so otherwise. The edition for 1891 contained no less than 1,221 solid pages of advertising for which the charge for no single page was less than \$75, and went even as high as double that sum when the page was subdivided among many. It was mainly from these accounts that the balance arose that was devoted to the introduction of *Ripans Tabules*, as before stated. Concerning the value of these advertisements a Texas editor once wrote that he "would as soon think of advertising on the under side of a coffin lid," and he was about right. No one saw the ad save by the merest chance; unless he looked it up in the index; and it is not thought that people are very much given to examining indexes for the purpose of regaling themselves with the sight of any particular advertisement. That edition of 1891 made nearly every other advertising agency crazy, and most

(Continued on page 6.)

THE POWER OF THE EVENING PRESS.

¶ The high-grade, home, evening newspaper is a pertinent factor in the success of advertising, both foreign and local. ¶ The influence of women in the home makes this possible for they are the greatest buyers of the world's goods, and enjoy reading clean evening newspapers. ¶ In Washington, Indianapolis, Minneapolis, Montreal and Baltimore the following newspapers are recognized as big favorites with the busy housewife:

The Washington Star.

The Indianapolis News.

The Minneapolis Journal.

The Montreal Star.

The Baltimore News.

¶ The "power" of the evening press must be reckoned with. ¶ Aim to reach women in their homes, through these high-grade, home, evening newspapers and you will get good results. ¶ The local advertiser knows this to be a fact. ¶ The foreign advertiser can well follow his judgment.

DAN A. CARROLL

Special Representative

Tribune Building
New York

W. Y. PERRY
(Mgr. Chicago Office)

Tribune Building
Chicago

of them, thereafter, issued directories, mainly for the purpose of accommodating the overwhelming willingness on the part of newspaper publishers to place announcements anywhere, provided they can be paid for by swapping space.

It is often noted that the heart of a mother goes out most strongly toward the child that has made her most trouble. Perhaps the same sort of feeling explains why it is that the writer of these lines has always taken more interest in the Directory than in any other enterprise with which he has had anything to do. It has made him no friends, for being conducted in absolute good faith there was nothing that could be offered, on the score of friendship that would not have to be accorded just as freely to the bitterest enemy. This has often been a point that a newspaper man, considering himself an intimate friend, has found it difficult to understand. On the other hand the book created for its originator so many enemies, that for many years it seemed wise for him to steer clear of newspaper offices when on traveling expeditions, for profit or pleasure, unless some representative of the office looked him up at the hotel and exhibited signs of amity.

When a publisher whom I do not know personally comes into my office, I generally turn to the Directory. If his circulation rating is given there in Arabic figures I know the man is friendly; if the rating is by letters, and particularly if it has the so-called "Z" attachment, that indicates that the paper finds it impolitic or impossible to make a circulation statement that will hold water, or a "Y" that means that the publisher finds it better to make no statement at all, or the double question mark, meaning that the rating is unsatisfactory, but facts to warrant a better rating cannot be got at, or the plus and minus signs, indicating that two statements of circulation received from the office, covering the same period, give different figures, or the double exclamation marks that indicate that there is something about the paper that the advertiser ought to know

before he spends much money in it, or the double daggers that indicate that the publisher is a kicker from whom little information can be extracted, or the white pyramids that indicate that the paper may be dead, or the black spheres that indicate that the paper says it ought to have a higher rating, but is shy about furnishing facts to warrant the accordance of such a claim, or the so-called doubt marks that, not to put too fine a point upon it, indicate that the publisher has been putting out circulation statements that were false, and got caught at it. If any of these conditions show up there is cause to believe that the visitor has no love for me or my book. Still he may be a new man, or a junior; who, like the lamented Spenslow, has always been overawed by the wicked Jorkins, but is now asserting his independence and determined from this on to be my friend, and help to make the book as perfect in fact as the advertisers of the country so persistently seem to think it is now.

One cause, perhaps, for the decline of charges of blackmail made against the Directory, has been the practice, pursued for the past ten years, of continuing and repeating each year's rating, year after year; a practice that shows that one paper always tells its circulation and tells it straight, another always tells it but never tells it straight, another never tells at all, while still others change from one of the three classes to another and back again. There is probably not a prominent lawyer in the United States, who has been in practice thirty years, without being consulted on the subject of a suit for libel against the Rowell Directory. Yet the book has been issued for thirty-six years, and although hundreds of libel suits have been threatened, and are still threatened, one or more almost every week, yet never has one made so much progress as to make it necessary to go to Court to defend, or even to put in an answer to, a complaint.

Since the practice of inserting advertisements to be paid for by swaps of space has been discontinued, the advertising patronage

accorded to our Directory has been very much curtailed, and this is still further the case since it has been deemed expedient to refrain from soliciting patronage from any but papers of a high grade of advertising value. So straight-laced has the publisher been about never selling anything to one man that another might not have, that he was absurd enough, at one time, to refuse a check for \$5,000 from the sons of Robert Bonner for inserting forty-two very innocent words about the New York *Ledger*, which they desired to have follow the catalogue description. A little later he was inserting just such "Publishers' Announcements" on terms that would have caused the notice to be acceptable for \$7 that was declined at \$5,000.

Experience has demonstrated that a large sale for a book like the Directory can never be had. It was offered experimentally one year for fifty cents a volume; the price the year before and the year after being \$5, and yet the sale of the 50 cent edition was no larger than at the higher price, while after the subscription price was advanced, a few years ago, to \$10 a volume, the cash sales have actually been a little larger than ever at a lower subscription price.

IN BOSTON.

Eastern Massachusetts has a greater purchasing power than any similar territory in America (excepting only New York City). More than three million people have comfortable homes within fifty miles of Boston. They have steam and electric traveling facilities, exceeding by three hundred miles of track even New York City. Their per capita earnings exceed the average of the people of the whole country by eighty per cent. One-twentieth of the wealth and over one-thirtieth of the population of the United States are within fifty miles of Boston. One-fifth of the English-speaking buyers of goods live in this territory, and one-fifth of the savings of the whole people of the country is on deposit in the banks of Massachusetts. Will it pay you to talk to these people through the local newspapers?

The general advertiser who consults Rowell's American Newspaper Directory for 1905, now ready for delivery, will notice that only four dailies in Boston have furnished circulation statements for the year 1904 which entitled them to be rated in Arabic figures, namely:

Globe, dy.	Actual average	for 1904	198,705
" Sy.	"	"	293,368

Post, dy.	Actual average	for 1904	211,188
" Sy.	"	"	177,603
Traveler, dy.	"	"	81,035
Transcript, dy.	"	"	25,694

All other Boston dailies have a letter rating in the 1905 Directory. Letter ratings are given only to papers whose publishers will not or do not furnish information upon which an exact and definite rating may be based. The following interesting statement appeared in PRINTERS' INK for March 8, 1905, and was made by the advertising manager of a large local store:

THE BOSTON SUNDAY "GLOBE."

The fastest growing store in Boston, selling wearing apparel for women and children, advertising in the *Globe*, *Herald* and *Transcript*, found by actual and continuous tabulation of results from each paper used, that the returns from the Sunday *Globe* were as five to two and one half compared with those obtained from the Sunday *Herald*. And the above condition still prevails. The *Globe* is 11 for local and general advertiser. This statement is made by a man who absolutely knows.

Brown—Did you hear that Jones had to give up his job as an advertising solicitor?

Smith—No, what was the reason?

Brown—He went to the dentist and had his nerve killed.—W. C. W. D.

THE GREATEST GAIN IN CHICAGO.

In the month of April, 1905, display advertising in THE CHICAGO RECORD-HERALD showed a gain over 1904 of

198 Columns and 169 Lines.

By far the greatest gain shown by any Chicago morning paper. The Chicago Daily News said on January 20, 1905, following a detailed report of its own circulation:

"With the single exception of The Chicago Record-Herald, no other Chicago newspaper makes a complete detailed publication of the actual sales of all its editions.

Circulation of THE CHICAGO RECORD-HERALD for January, February, March and April, 1905:

Daily Average, 148,928
Sunday Average, 203,501

Careful advertisers want facts not claims. They get the facts from THE RECORD-HERALD.

"ELIMINATING THE JOBBER."

By Earnest Elmo Calkins.

This phrase has been used enough by advertising men to warrant an inquiry into its meaning.

A great many people, among whom may be included the jobber himself, seem to think that eliminating the jobber means exterminating him. They are wrong. The value of advertising to a manufacturer lies in the fact that it makes him independent of the jobber.

The jobber will go right on doing business at the old stand, handling the goods for which there is the greatest demand and which, therefore, pay him best. He will never disturb himself to create a demand for the goods himself. He simply supplies the ordinary, normal demand as it comes to him. His traveling men take orders for the goods the retailer asks for. The retailer continues to ask for goods which his customers demand.

Follow the proposition up to this point, and anyone may see that the consumer is the one to whom all must appeal.

For a long time—in fact, up to within the last few years—the jobber, or his substitute, the commission man, carried the manufacturer in his vest pocket. He was in a position to say to him: "You manufacture this, that, or the other. Make it so and so. Sell it to me for so much."

The manufacturer, having his orders, set to work with his spindle, or his loom, or his knitting machine, or his forge, or his buzz-saw, and did just what the jobber told him to do. When the goods were all made, the jobber took them as he had promised to do, and paid just what he agreed to pay.

The manufacturer was tickled to death with this arrangement. He had but one customer, and that kept the mills busy all the time. He needed no bookkeeper. He did not even have a stenographer.

Every now and then a manufac-

turer made a discovery. It was this:

If, by any accident, the public recognized the goods he made, and asked for them again, the result was largely increased orders over what he had been in the habit of getting from the commission man or the jobber. This manufacturer went farther. He told the public about his goods, and the result was that in a short time the commission man was asking the manufacturer what he would charge him for the goods. When that day arrived the manufacturer was independent of the commission man and his long string of dependents, winding up with the retailer. The manufacturer, combined with the consumer, controlled the situation. The consumer told the retailer, the retailer told the jobber, the jobber told the wholesaler, the wholesaler told the commission man, and the commission man bought the goods of the manufacturer.

This one power of advertising—the appeal to the consumer—the associating in his mind of a given brand of goods with a given quality—has eliminated the jobber as an important factor in the business of the manufacturer.

To the manufacturer who advertises it makes no difference what jobber or what commission man buys his goods. All of them will have to buy them in the end. Just as soon as a retailer finds that a certain line of goods is so strongly demanded that he must have it, he will go where he can get it. If a given jobber doesn't handle it, he will go to a new jobber.

Nothing in the manufacturing world has so disturbed old-existing relations as this one great power of advertising. It is the day of the consumer. He has a right to know what he is buying, and manufacturers are vying with one another to tell him the truth.

The consumer has received a marvelous education in the manufacture, quality, use and value of a hundred things which he uses every day and about which, only a few years ago, he was totally

ignorant. He has learned that the factory of a manufacturer can be and is as clean as his own dining-room table, but that the warehouses of the jobber and the counters of the retailer may not be immaculate; that he can have his food, if he will, in a package which is sealed in the factory of the manufacturer and opened only upon his dining-room table.

A package is but another form for a trademark. The primal idea of the package was to give a definite, tangible place upon which the trademark could be displayed. You cannot put a trademark upon sugar, flour, syrup, tea, baking-powder or salt; you can put it upon the containers of these things. This was the reason for the package, but the advantage comes from the fact that the package protects the goods through all the different handlings. The contents are received by the consumer as clean and pure as when they started.

These things have helped to "eliminate the jobber," but they have made him busier than he ever dreamed of being before.

The other day the head of one of the finest American carpet-weaving houses in the country dined at the home of a multi-millionaire. The multi-millionaire had just finished the building and furnishing of his country house, and he was very proud of it, as even millionaires are apt to be. Among other things, he pointed out to his guest—as something in the carpet man's own line—the fact that all of his carpets had been woven to order to fit the rooms, no matter what their shape, and to match perfectly the color scheme of that room.

"There now," said Mr. Midas, "that's an idea. That was done by W. & J. Sloane, the decorators. That's an enterprising house. It would be a good scheme for you to adopt, wouldn't it!"

The carpet man asked permission to remove a few tacks from the corner of one of the carpets. Having done so he turned it back and showed his own name stamped upon the back of the carpet.

The carpet man flattered him-

self that this was one upon the millionaire, but was it? There are, doubtless, hundreds of people in the city of New York rich enough to have their carpets woven to order, who are giving credit to the artistic taste and ingenuity of the firm of interior decorators. There are probably thousands of people in the United States who would be glad to have their carpets woven to order if they knew that there was a house which did such things. The laugh was on the carpet man who, with a good idea and the facilities for carrying it out, let the credit rest upon what should be only one of the units of his distributing system. He had proved conclusively that a carpet could be trademarked, and that the trademark remained upon it until it reached the consumer. He proved with equal conclusiveness that he got no benefit from that trademark, because no one had been taught to look for it.

Business life is full of just such instances. All around us we see men giving their very lives to the upbuilding of a business, whose good will is one of its largest assets, and leaving that good will to lie around at the mercy of jobbers and traveling men. They lock up their contracts in their safes. They place their formulæ in safe deposit boxes. The costly machinery of their plants is heavily insured. But their good will, the most priceless thing they have, they do not even own.

A traveling man may draw a good salary from a jobbing house and build up a trade, a large part of which is based upon unusually good underwear, fashioned by one of those solid and substantial old houses with which the New England States are dotted. The goodness of this underwear is the pride of the white-haired manufacturer who heads the company of substantial citizens who own and control the knitting mills. The woman who has worn that underwear for years only knows it as something she bought at Draper's department store. The underwear buyer only knows

it as that line carried by that good fellow, Billy Smith, who travels for Black & White, the jobbers. Some day, Billy Smith, good fellow that he is, will get a higher offer from another jobbing house, and he will take with him Draper's trade, and will continue to sell him underwear, but it will be different underwear, and 50 years' work on the part of the manufacturer goes for nothing, because the good will built upon his underwear is now being used to exploit a competitor's goods.

Duplicate this experience with five traveling men, and in the case of one hundred stores each, and then tell me who owns the good will of that manufacturer's business.

The only lines of goods to which this doesn't apply, and can never apply, are goods the name and trademark of which are known to every consumer.

There is a suspender manufacturer who makes 50 different kinds of suspenders. He takes one of these and gives it a name, and spends thousands of dollars in advertising it. It is not the kind of suspender every man would wear, but for that matter, there is no one kind suitable for all men. The manufacturer makes suspenders, however, of every sort, so that from his large stock any man could find the sort of suspenders he would like.

This house loses all of the advertising it might be getting for its other makes of suspenders by concentrating the advertising upon this one brand, because the manufacturer believes that it is impossible to advertise suspenders as a whole, and that only some novel invention in the suspender way can be successfully advertised.

The suspenders advertised have peculiar mechanical features which appeal to some men and not to others. The logical thing for that manufacturer to do would be to adopt a name and trademark to be applied to all of his suspenders. The suspenders-wearing man should be urged to buy suspenders bearing the name and trademark of this house, to find his own particular kind and to

take the name and trademark as a guarantee that it is the best of that particular kind that he can find.

This manufacturer is wasting his advertising by not doing this. He is appealing to only a number of the men, when he might appeal to all of them with the same space and the same appropriation. For instance, he advertises in *McClure's Magazine*, which has a circulation of about four hundred thousand. With five to a family, this would make two million readers. There is at least one man in every family, so we will say that four hundred thousand men read *McClure's Magazine*. Of these four hundred thousand only two hundred thousand will be interested in the peculiar kind of suspenders that is advertised. Now without losing any of the attention and interest of these two hundred thousand, the manufacturer could appeal to the other two hundred thousand also. That means that he would utilize all the circulation of the mediums instead of only a part of it.

That is what it means to establish a trademark—to standardize a product.

What is true of suspenders is true of other staple articles. All staples can become standard if they are good and sold at a fair price.

The business of a jobber is built upon staples—that is, upon the things for which there is a regular and steady demand. The jobber doesn't disturb himself about novelties. He knows he will get his share if the novelty takes, and if not, it is not worth bothering about. Every single year bales and bales of goods go through his warehouses, for which the demand is so steady that they are known as staples, and every little while some sturdy advertiser, fired by a belief in his own product, so profound and so unshaken, that it amounts to a life motive, rises up and tells the public about that product so repeatedly, so insistently and so convincingly that one by one the public is won over to using that product. This demand, exercised

first upon dealers all over the country, who in turn request these goods from traveling salesmen representing the jobbers, convinces the jobber that there is for some reason an exceptional demand for that product. Whatever the cause it concerns him little. He simply arranges with the manufacturer of these goods for a supply of the product and sells it. If the demand continues, the product becomes a staple with him. It is handled with no more trouble than other goods. All dealers know that this jobber's drummers take orders for it, and will give regular orders without being urged.

This is the legitimate province of the jobber. He is a distributor of goods. He can no more be expected to create a demand for any article than a postman can be expected to work up a demand for letters. The jobber is a means to the end. He maintains large warehouses for storing goods and a corps of salesmen to call upon dealers to take their orders for these goods. The order comes

from the dealer. Some jobbers and some salesmen think otherwise, but advertising is teaching them that they are wrong. By advertising the manufacturer goes around and drives the people into the retail store. Without advertising he attempts to draw them into the store. It is a good deal easier to sell goods by advertising than it is by traveling men. Inquiry at the counter and vacant shelves are a stronger demand for goods than any amount of force exerted by a drummer.

Eliminating the jobber means simply eliminating an attribute which never did belong to him, and which he cannot, in justice to himself, undertake, and that is the attribute of creating a demand for any line of goods. He is a part of the distributing machinery, and a very important part, and you can safely depend upon it that he will always carry in stock the goods for which there is a prompt and steady demand, and that such a demand arises from proper advertising more than it does from any other one thing.

Manufacturers and Wholesale Merchants—

who are in a habit of assisting their retailers in selling goods and who wish to arouse and maintain in the small dealer the proper spirit and the importance of modern advertising—should include the Little Schoolmaster in their annual appropriation for that purpose.

* * *

An attractive cash rate for subscriptions to
PRINTERS' INK will be made to interested parties.
Address,

CHAS. J. ZINGG, *Manager,*

Printers' Ink Publishing Co.,

10 Spruce Street (up stairs),

NEW YORK CITY.

NEW YORK'S SUPREMACY FOR MAIL-ORDER MER- CHANDISING.

By William Borsodi.

The New York *Commercial* intimated the other day that a large catalogue-house, on the order of the great mail-order concerns of Chicago, is about to be installed in New York.

To the advertising guild, this is news, because advertising—printers' ink—is what actuates and maintains every mail-order business.

The news is also stirring up commercial interest.

According to authentic information, the collective sales of John Smyth & Co., Montgomery Ward & Co., The Cash Buyers' Union, Bullock, Ward, & Co., and—last though by no means least—Sears, Roebuck & Co., all of Chicago, totaled over \$70,000,000 last year.

New York manufacturers, of whom there are 78,658, having \$1,615,210,000 of capital invested, and factory pay-rolls aggregating \$408,000,000 per annum, profit to some extent by this colossal business, seeing that they supply their share of the merchandise handled. To supply the pioneer New York catalogue-house may not at first greatly tax their productive power, but it will mark a wholesome new departure, which will soon breed imitation, and New York—first in all things and first in the hearts of the country-folks—may, by and bye, outrival in the mail-order field, even her mighty sister city on Lake Michigan.

It is indeed, a singular paradox that the East—purveyor of all that is best for all family purposes—has never had a mail-order concern upon the Chicago scale, though all wares appertaining to the mail-order business are to be had, at first hand, in New York, and many are manufactured there exclusively.

Chicago is, it is true, nearer the geographical center of the United States, but that is offset by the fact that there is treble the population within a 500-mile radius

of New York—that is within a like radius of Chicago.

It is also true that Chicago has always been noted for its enterprise, yet New York is first in all matters of magnitude.

There was a time when the greatest motive power in the world, that of Niagara Falls, was let go to waste. To-day capital is developing its potentialities.

A parallel instance is the long dormant opportunity which New York City presents as a mail-order center. Mail-order concerns contend that to get at the right wares for their customers is their main problem. That accomplished, the goods sell readily. A mail-order concern starting an emporium in New York must, therefore, have an easy conquest, for the appropriate wares are procurable there and the mail-order publications—the selling mediums—will do the rest. Four-fifths of all mail-order mediums, reckoned by combined circulation, are published in New York, Massachusetts and Maine. In New York, the Ellis, Lupton and Porter publications; in Boston, the Cushman and Richards publications; in Augusta Me., the Vickery-Hill and Gannett papers; in Waterville, the Terry list; those mentioned, with a few other Eastern mail-order publications, easily foot up to fifteen millions aggregate circulation.

A Cincinnati novelty manufacturer recently discovered that his fellow-townsmen were paying for his own wares in New York—because coming as "New York-made"—higher prices than his for the self-same goods at their doors, which points the moral that a mail-order concern located in New York will have the advantage in this point, too.

There are, moreover, signs—such as the establishing of a branch in Kansas City by Montgomery Ward & Co.—that decentralization is in order, and it need surprise no one should Sears, Roebuck & Co., for example, or any of these big concerns, pre-empt the Eastern field by opening branches in New York and other centers; for in selling, as in buy-

ing, the Eastern field excels their original territory, Pennsylvania, New York and New England States taking more goods of them than any of Western States.

Take, for example, the northern Atlantic States (easier of access, by far, from New York than from Chicago), which have 536,724 farm-owners and 140,782 tenant-farmers. In all the Western States, there are but 202,596 farm-owners and but 40,312 tenant-farmers! The Southern Atlantic States and the Central States, both the more northerly and those to the south of them, are equally accessible from New York as from Chicago, hence New York is under no disadvantage in point of location, nor is it so in point of purchasing ability of its tributary population, which is better situated pecuniarily than that of any—save a few—of the far Western States.

New York is the city of opportunities and it is, in fact, for those who are quick to grasp their opportunities, a true El Dorado!

Westerners have given a mighty impetus to the mail-order industry, but have aroused an appetite for mail-order trading which they, unaided, can no longer appease; conditions having outstripped even their vast facilities, so that, in mail-order merchandising, as in all else, New York is, at length, clamorous for "home-rule!"

With the expansion of the rural free delivery service, with the coming of the United States parcels post, as an addition to mail facilities, the delivery of goods ordered by mail will be expedited and cheapened, and its effect upon the mail-order business, especially that conducted from the metropolis of the nation, would be hard to overestimate.

Budd's, a quarterly publication issued by the well-known New York haberdasher, to mark each season of the clothes year, has fashion articles of conspicuous value, distinguished by a tone as rational as it is authoritative.

A HANDSOME periodical called the *Budget*, published monthly by the Barnes-Crosby Co., Chicago, shows excellent effects in half-tones made direct from goods.

Rowell's American Newspaper Directory for 1905—thirty-seventh year—**NOW** ready for delivery. The price is **TEN DOLLARS** cash per copy, and the book will be sent, *carriage paid*, upon receipt of price. Recognized advertising agents, newsdealers or booksellers, are entitled to a trade discount of 15 per cent. Address orders and make checks payable to

CHAS. J. ZINGG, Manager,

10 Spruce Street (up-stairs), - - NEW YORK CITY.

DEPARTMENT STORES MADE TO ORDER.

Some three months ago the Department Stores Organization Company was incorporated under the laws of the State of New York with a capital stock of \$100,000, which amount, it is said, will shortly be increased to half a million dollars. The temporary offices of the company are at 42 Broadway, New York City. Here a reporter of PRINTERS' INK found Mr. J. L. Osborne, secretary and treasurer of the company, and asked for particulars regarding the work that the Department Stores Organization Company proposes to do.

"Establish department stores wherever the conditions are favorable for the maintenance of one. That briefly," said Mr. Osborne, "is the object of our company. Mr. T. M. Rasin, the president of our organization has for many years been employed in the work of organizing department stores in various parts of the United States. The Emporium, of San Francisco, a store that to-day does a business of seven and a half million dollars a year, is one of the stores that he helped to organize. Mr. Rasin's whole business life has been spent in department store work, and there is probably no man in the country who has a fuller practical knowledge of the business. For the past eleven years he has been almost constantly employed in the work of organizing department stores in various parts of the country, and it was while engaged in this work that the idea of a Department Stores Organization Company came to him. The fate of some of the stores that were started under the most auspicious circumstances, made it clear to him that perfect organization in the beginning will not of itself insure success; there must be continued watchfulness by men familiar with the business in order that the standard set at the outset may be maintained. This is especially true in the smaller towns where the merchants who combine to form a department store are not

themselves familiar with department store methods."

"The Department Stores Organization Company will not only establish stores but will take an active part in their management. This year, the first of our existence, we propose to establish, not to exceed, four stores. The first has already been established in Texas. The second will be located in Worcester, Massachusetts. The capital required for the Worcester store has already been subscribed and the store will be opened as soon as we can secure a suitable building for it. Mr. Rasin and myself have just returned from Worcester but we are not entirely satisfied with any of the buildings offered us. Perhaps we may finally conclude to erect an edifice of our own. Just where the other two stores, that we propose to establish this year, will be located I cannot at this moment tell you. A number of towns are under consideration but we have not yet investigated local conditions as thoroughly as we desire. You understand, of course, that we do not butt in blindly anywhere. Unless we are satisfied there is urgent need of a department store in the field that we investigate we refuse to take any part in the establishment of one. In Worcester conditions are ripe, more than ripe, for a first-class department store. Worcester is a prosperous manufacturing town with a population of about 125,000—the biggest town in Massachusetts outside of Boston. The people of Worcester have about fifty million dollars on deposit in their local banks. The town is connected by trolleys with almost every other town in the States. That is one of the things that has injured business in Worcester—the ease with which the people could reach Boston. With a big department store of its own Worcester will not only be able to keep the local trade at home but will draw to itself the trade of many nearby towns. A number of leading merchants of Worcester have subscribed for stock in the new store, and the merging of these separate stores will form

the nucleus of the new concern. Other departments will be added and the new store will be up to date in every particular."

"Is it true," I asked, "that the Department Stores Organization Company will furnish part of the capital required to establish a store?"

"Yes," said Mr. Osborne, "we stand ready to furnish fifty per cent of the capital required in every case. If the local conditions are ripe for the establishment of a department store and the local merchants will subscribe fifty per cent of the capital needed we will look out for the other fifty per cent."

"How can you do that when the capital stock of your organization is only one hundred thousand dollars?"

"Our capital stock is shortly to be increased to half a million dollars," said Mr. Osborne, "but aside from that we are able to influence outside capital. There is no better investment than a properly conducted department store. The profits are from forty to one hundred per cent annually. We are in touch with capitalists and with manufacturers making goods sold largely in department stores, and from these sources we can obtain a part of the funds needed. A part of the capital stock, in every case, is also retained by our organization. As I said before we will not assist in establishing stores everywhere, but when we are satisfied that the conditions in any town justify the establishment of a department store we are prepared to furnish one half of the necessary capital. I may say, however, that so far the difficulty has not been to raise sufficient money but rather to so apportion the stock that each of the local merchants interested in the enterprise would be satisfied with the amount allotted him."

"I gather from what you have said that your interest in a store does not end when the organization is completed and the store has actually begun to do business."

"That is quite right. Our busi-

ness is first to investigate the field. If satisfied that there is need of a department store in the town under consideration we co-operate with the local merchants to raise the money necessary to establish one. Then we organize the store, assign to each local merchant his department in it and put experienced men in charge of the other departments. The buying not only in the beginning but afterwards, will be done through the Department Stores Organization Company. You can see the advantage of that, the advantage of buying for a chain of department stores instead of for a single store. The purchasing department will be located here in New York, with experienced buyers in charge of each department, and all of the goods for all of the stores will be bought through that department. It is simply the co-operative idea applied to department stores; one buyer—a higher priced man than a single small department store could afford to employ alone—buying in large lots all the goods in a certain line required by all the stores. Department stores are pretty much the same the country over, but where local tastes and conditions differ in different localities we shall, of course, take that into consideration. The local manager of each store will necessarily be in close touch with the New York office."

"I suppose you have considered the question of advertising?"

"Certainly," said Mr. Osborne, "no department store can exist without newspaper advertising. We shall put a good advertising man in each store. Whether the contracts for advertising will be made through the New York office or not has not yet been decided. As the advertising of a department store is so largely a local affair possibly it will be better to leave that in the hands of the advertising men of the various stores."

The officers of the Department Stores Organization Company are: T. M. Rasin, president; E. C. Hovey, of Boston, vice-president; and J. L. Osborne, secretary and treasurer.

IN OKLAHOMA.

AN EXCHANGE OF COURTESIES.

NEW YORK, May 13, 1905.

Mr. Chas. J. Zingg, Editor PRINTERS' INK, 10 Spruce St., New York City:

DEAR SIR—You are unwittingly vouching for one of the most gigantic frauds ever perpetrated on American advertisers by the publication of the sworn circulation statements of the daily and weekly *State Capital* and the *Oklahoma Farmer*, published at Guthrie, Okla. The appearance of these statements in the columns of your Roll of Honor is a guarantee to advertisers and advertising agencies that you have confidence in the correctness of the figures you publish. Mr. Frank H. Greer, the president and manager of the State Capital Co., swears that the daily average circulation of the *Oklahoma State Capital* during the year 1904 was 20,542; he swears that the average circulation of the weekly issue was 27,459; he also swears that the *Oklahoma Farmer* (weekly) had an average circulation of 38,898. In the absence of conclusive evidence to the contrary, you have probably been justified in accepting the sworn claims made to you, but I am prepared to submit positive proof, showing beyond any shadow of doubt, that none of the Guthrie papers above mentioned have an actual circulation one-third as large as given in their sworn detailed statements. There are only two methods of distributing papers from the offices of publication mentioned; one is by mail as second class matter handled through the local postoffice, for which postage is paid at the rate of one cent per pound; the other method is by carrier delivery and newsboy sales in the City of Guthrie. According to the census of 1900 the town of Guthrie had a population of 10,006; its present population does not exceed 15,000. More than one-third of its people are negroes, many of whom do not take a daily paper. After careful investigation I find that the number of *State Capitals* delivered daily in Guthrie does not exceed 1,500. Considering the size and character of the population, and the number of other local papers, this would be a reasonable estimate even if no investigation had been made. Supposing for the moment that these figures are approximately correct, the remainder of the 20,542 circulation—if it exists at all—must be distributed through the Guthrie postoffice and paid for at the rate of one cent per pound. I have in my possession a statement of the total second class postage receipts at the Guthrie postoffice during the year 1904, signed by the Auditor of the Treasury Department at Washington, an exact copy of which is as follows:

"TREASURY DEPARTMENT,

WASHINGTON, March 25, 1905.

D. W. D.

Hon. — House of Representatives, Washington D. C.:

SIR—In reply to your inquiry of the 23d instant, asking for a statement of the receipts for second class mail matter during the last year at Guthrie, El Reno, and Oklahoma, Okla., I beg

to hand you the following list, by quarters. We have no records from which we can give you the amounts collected each month at the several offices:

	Guthrie, El Reno, Okla.
Qr. end. Mar. 31, 1904	\$938.55 \$31.40 \$767.91
" June 30, 1904	1,046.60 38.43 863.53
" Sept. 30, 1904	982.28 32.67 908.94
" Dec. 31, 1904	1,022.59 32.89 1,097.14

Respectfully,

(Signed) J. J. McCARDY,

Auditor, D. W. D."

I omit the name of the Congressman to whom the letter was sent, but the original letter is in my possession and will be shown to PRINTERS' INK or any advertiser who cares to see it.

The total second class postage in Guthrie for the year 1904 was \$3,990.02, representing only 399,002 pounds of paper, or equivalent to 3,197,016 copies of eight page papers (sixty-four pages to a pound). During that year the *Capital* published eight pages daily and sixteen on Sunday. There were 314 days of publication, there being no Monday issues, and computing on this basis the daily average of eight-page papers that passed through the Guthrie postoffice during 1904 was 8,759; but this number represents not only the daily issue of the *State Capital*, for which a circulation of 20,542 is claimed, but also all of their papers presented at the Guthrie postoffice, including the *Daily Leader*, six weekly publications, two monthlies, and one semi-weekly paper. If Mr. Greer's two weekly papers have the circulation he claims for them of 38,898 and 27,549 respectively, the postage on these two weeklies alone would amount to more than the total second class postage receipts of Guthrie, and would be equivalent to a daily of 9,479 average circulation. The representatives of the *State Capital*, while admitting to foreign advertisers the comparatively small size of the City of Guthrie and their consequently small circulation in that city, have accounted for their large circulation statements by claiming that the *Capital* was a State paper and the great bulk of its circulation was delivered by mail throughout the various towns of Oklahoma and Indian Territory. The postage receipts furnished by the Treasury Department show the falsehood of their claims. An examination of the postage records for the first three months of 1905 shows the total second class postage receipts of Guthrie to be \$925.16, which would just pay the postage on a daily with an average circulation of 8,133. During the same period the second class postage paid at Oklahoma City amounted to \$1,237.20. Of this amount the *Oklahoman* paid \$909.50, and we are ready to submit the original receipts to prove this: In other words, the postage paid by the *Oklahoman* on its out-of-town circulation lacked less than sixteen dollars of being as large as the total mail circulation of all papers published in the City of Guthrie.

The daily *State Capital* has been demanding and receiving in some cases an advertising rate ranging from 42 to 84 cents per inch, while in its local field it has been carrying space for

Guthrie advertisers at 10 cents per inch, and even less. Its local rate card shows rates of less than one-third of that asked from foreign advertisers. Another conclusive proof of the swindle which is being perpetrated by the State Capital Publishing Co. is the fact that their total purchases of white news print paper amount to less than fourteen cars per year. They purchase their paper from the Graham Paper Co. of St. Louis, and the *Oklahoman* purchases its paper from the same firm. The *Oklahoman* purchases and uses far more white paper than the amount used by the three Guthrie papers owned by F. H. Greer and the State Capital Co. If PRINTERS' INK, or any other representative of advertising interests, will make a thorough examination of the *Oklahoma* situation and the circulation of both the *Oklahoman* and the three Guthrie papers referred to, the *Oklahoman* will pay all expenses of the examination, and in addition, a forfeit of five hundred dollars, if the State Capital Co. can show that it prints one half the number of papers it swears to. People who live in *Oklahoma* and who are familiar with the situation at Guthrie and *Oklahoma* City are well aware that the *Oklahoman* has a bona fide circulation fully twice as large as that of the daily *State Capital*. The *Oklahoman* is a larger paper, published in a city twice as large as Guthrie, printing at least ten pages daily (to eight of the *Capital*) and carrying from 50 to 100 per cent more display advertising and from six to eight times as much classified advertising. As *Oklahoma* City is the metropolis and distributing center of *Oklahoma*, it is very natural that its papers should not only have a much larger local circulation, but also a much larger territorial circulation than any paper published in a town of half its size. An investigation will clearly prove that this is the case in *Oklahoma*.

Trusting that you will verify the statements I have made and then withdraw the statements made by the Guthrie papers from the Roll of Honor.

Very truly yours,

"THE OKLAHOMAN."

By E. K. Gaylord, Business Mgr.

THE STATE CAPITAL COMPANY,
GUTHRIE, OKLA., May 19, 1905.
The Printers' Ink Pub. Co., New
York City:

In response to yours of the 15th inst, I refer you to my response to yours of July 19, 1904.

That response contains in detail my answer to the general declarations of Mr. Gaylord. In examining the letter of Mr. Gaylord of July 13, 1904, which you sent me at that time, I find it almost exact with that of May 13, 1905. The latter letter is merely a reiteration of the jealousies contained in the first.

In the statement sent you in answer to yours of July 19, 1904, we sent you a sworn statement of the County Clerk, of Logan County, showing the population of Guthrie for 1904 to be 27,729, as returned officially by the enumerators. We might now state that the last

Legislative Assembly passed a new charter bill, applying to towns of *Oklahoma* of 25,000 or over. *Oklahoma* City had a large force of census men working assiduously for one week and found 22,062 people—nearly 3,000 less than enough to put her under the new charter bill. We merely state this as a sample of Gaylord's misstatements.

As to his statement on the negro population, we inclose, herewith, a clipping from the *Oklahoma School Herald* of *Oklahoma* City, which shows the negro school population in *Oklahoma* City to be 1,289 and in Guthrie 755. We send this, not to enter into this jealous "town fight" of the rival town, but to merely indicate something of the narrow and baseless declarations of Mr. Gaylord.

If Mr. Gaylord stated the truth in either one of his letters to you, it was by accident, for he surely did not intend to.

The main complaint of Mr. Gaylord's last letter appears to be that we are getting too much for our space. This is purely a matter between ourselves and our advertisers. We have a number of good customers in *Oklahoma* City who have paid us, right along, from two to three times as much for advertising as they paid the *Oklahoman*, in their own city; and certainly these men know the comparative value of these newspapers as advertising mediums.

Wm. R. Sanborn, representative of the Uncle Sam Oil Refinery of Cherryvale, Kan., stopped off here yesterday and contracted with us for 1,000 inches of space at 42 cents an inch—our minimum rate for 14,000 agate lines—after contracting for the same amount of space with the *Oklahoman*, while he was in *Oklahoma* City, at 19 cents an inch. Mr. Sanborn was on the ground and knew what he was doing.

Among the people of *Oklahoma* and Indian Territory, the *State Capital* does not need to make any statements to prove its standing, either in circulation or conservative influence. Its record from the start in a tent in 1889 to the present is that of the leading paper of *Oklahoma* and Indiana Territory. This is not questioned in the public mind here. This accounts for the readiness with which the people pay a higher rate to this paper than to the *Oklahoman* or to any other paper in the twin territories. It gives them right value in return.

If you have been reading the *Oklahoman* for the past several years, you will recognize the letter of Mr. Gaylord to be merely a rehearsal of the silly slush which has been appearing in that paper about Guthrie and its institutions. If, in the same time you have been reading the *State Capital*, you have never noticed one word against the *Oklahoman* or against any institution or person of *Oklahoma* City, from where we get a valued and continuous patronage. The *State Capital* was never built up by trying to tear down some one else.

However, all these matters were so fully stated in our response to yours of July 19, 1904, that we do not deem it necessary to repeat them.

I inclose herewith, a copy of the

Printer Journalist. Its editor, Mr. B. B. Herbert, was in Guthrie a short time ago and personally viewed the things he speaks of about the *State Capital*.

We honestly and fully complied with the requirements at the head of the Roll of Honor, and of course, Mr. Gaylord complied with the same rules; so both papers are on your Roll of Honor under the regulations you established therefor.

This paper having complied with your rules, the request of the *Oklahoman* to have us excluded from your Roll of Honor, is as small and envious as have been the columns of stuff it has had in the past, derogatory of the *State Capital* and of Guthrie.

That the *State Capital* continues to get more than double for its advertising than is received by the *Oklahoman*—according to Mr. Gaylord's own statement—proves that the jealous fulminations of that newspaper have had about the usual results of such a mistaken and contemptible policy.

Very truly yours,

F. H. GREER.

Oklahoma is not so near at hand as Brooklyn, but the matter seems of importance to two conspicuous newspapers, and doubtless is so to many advertisers who are readers of PRINTERS' INK. On this account the editor of Rowell's American Newspaper Directory will send a competent circulation expert to examine into the comparative issues of the two papers and report the result, provided the two editors will agree to welcome the investigation and give the investigator the facilities he needs to enable him to ascertain the facts. He will go first to the office that is first to invite his presence.

HE KNOWS WHEN HE HAS HAD ENOUGH.

CHICAGO, May 18, 1905.

Editor of PRINTERS' INK:

For heaven's sake cut out those letters by Rowell. Everyone is heartily sick of him and his advertising.

A READER OF PRINTERS' INK.

"A Big City's Best Newspaper" is the title of a well printed pamphlet issued by the *Dispatch* of Columbus, Ohio. The pamphlet contains reduced fac-similes of the advertising pages of the *Dispatch* with "disinterested opinions on Columbus and its leading newspaper."

A LITTLE booklet of interesting historical facts about money and banks is issued by the Royal Trust Company—Bank of Chicago. Booklets of this kind seem to solve the problem of advertising banks without infringing the dignity that is supposed to be essential to the welfare of a financial institution.

AMERICAN CONSULAR SERVICE.

PRAGUE, BOHEMIA, May 15, 1905.

Editor of PRINTERS' INK:

I beg to extend to you my most sincere thanks for favoring this office with your valuable trade publication.

After proper indexing, it is placed on file in the reading room of our Commercial Intelligence Department, where it can be consulted by both importers and exporters.

The writer reads every number carefully, marking the important information it contains, which is then filed by an index card system. The advertisements are also indexed on cards and filed in "Firms" and "Merchandises" cabinets.

It gives me extreme pleasure to be able to inform you that this innovation has proved a most complete success. With your kind indulgence, I will take the liberty of keeping you informed of its progress.

Our filing cabinets are ever gaping for catalogues and commercial data. You could certainly contribute toward satisfying their voracious appetite by giving the proper publicity to the inclosed notice.

Its publication would be of great service to your subscribers, advertisers, and to

Your most obedient servant,

URBAIN J. LEDRUSE,
American Consul.

THE GOLD-MARKS IN PHILADELPHIA.

The American Newspaper Directory for 1905 continues its selected list of American newspapers to which it accords the highest rank—quality of circulation and purchasing power of readers.

The *Public Ledger* is the only Philadelphia newspaper that is regarded as worthy of this distinction.—*Public Ledger*, May 24, 1905.

The *Public Ledger* should have observed that in Philadelphia one other daily newspaper is accorded the so-called gold-marks (☉☉) of quality, namely the *Philadelphia Press*, a paper which also makes a practice to furnish a detailed circulation statement to Rowell's American Newspaper Directory, and which is therefore represented in the Roll of Honor.

A GOOD printing booklet of excellent logic comes from the *Pioneer Press's* manufacturing department, St. Paul.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate, 35c flat. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, NEB.

ELECTRICAL ADVERTISING.

The corporation that sells electric current ought to be able to get live advertising arguments for its commodity. Many do, especially in the large cities. In New York, Brooklyn, Chicago, Boston and other metropolitan centers electrical companies are aggres-

sive in the electrical field throughout the United States says that this advertising spirit is manifested only by companies in large cities, however. Those in smaller places have not yet awakened to the need for educating their public in the uses of current, and thousands of persons who might be using electricity in some form are burning gas or oil, patching out loose ends without an electric advertising sign—hanging back in the dark ages, as it were. Yet advertising of this modern commodity is singularly cheap and may be done in many ways. If newspaper advertising of current in the manner of the New York Edison Company is too costly, then the proprietor of the small electrical company may take to circularizing any one of several

Don't say you can't afford to have Electric Lighting

until you know the cost
The New York Edison
Company will tell you
Perhaps you can't afford
NOT to have it Worth
looking into

An expert in any branch
of electrical service will
call for conference, without
cost to the inquirer, upon
application to

The New York Edison Co.
55 Duane Street, New York

sive advertisers. During the past month or two the New York Edison Company has used daily newspapers to print a series of small ads showing the manifold uses of electric current, and the subject has been developed in so many directions in this series that there would seem to be no conceivable limit to advertising arguments available in this field. Light, power, convenience, cheapness, absence of heat and cumbersome fixtures, lessened fire risk, absence of worry in running an independent lighting plant in large buildings, the saving of loss through depreciation in costly private plants, the advertising value of electricity—these are but a few of the main lines of argument.

An authority familiar with the

In the Night

when you think there are
burglars in the house,
don't go groping around
in the dark to find them
With electric lighting
you can instantly illumina-
te any room in the
house from your bed-
side The current of
The New York Edison
Company is at your door

An expert in any branch
of electrical service will
call for conference, without
cost to the inquirer, upon
application to

The New York Edison Co.
55 Duane Street, New York

main groups in his town—spend a few dollars monthly on literature for the business men who ought to have an electric sign, or single out one of the larger groups of light and power users. It is the peculiarity of mail literature for an electrical plant that it branches off in many directions,

splitting up into groups of consumers who must each have matter of special appeal. The large advertising companies have thus far made more use of literature and business periodicals than of the daily newspapers.

One important advertising theme not touched upon with sufficient emphasis is the cost of electricity. "Some people have funny ideas about the cost," says one of the New York Edison ads. They have, and these ideas come to them through the uncertain methods of measuring current used in the past, which resulted in unreasonable bills. In any city may be seen homes and business places burning gas, with abandoned electric fixtures in combination, each representing a consumer who has ordered out the current after receiving an exorbitant bill. Every consumer of this kind is a center of malign influence, of course, and acts as a drag on the most optimistic advertising along present lines. The electric companies will find it profitable to convince consumers in their advertising that there is not only an accurate way of measuring current, but that bills about which there is a dispute may be fairly investigated and arbitrated. This is a burning question in electrical advertising just now, and adequate treatment of it will probably bring better results than any other line of argument.

NOTES.

CONSIDERABLE information about heating apparatus is contained in the pamphlet entitled "Model Boilers" issued by the Model Heating Company of Philadelphia.

A THIRTY TWO PAGE booklet issued by the Southern Pacific Company of San Francisco bears the title "Eat California Fruit," and gives a good many reasons why people should eat it.

A LITTLE booklet issued by the Royal Trust Company Bank of Chicago states that the gold output of the United States last year was \$84,500,000—a trifle over one dollar per capita of population.

THE National Cash Register Company of Dayton, Ohio, are sending out to druggists and confectioners a timely booklet entitled, "Money in the Soda Business." The pamphlet contains some useful tips in addition to the cash register talk.

"STAGE Folks as Real Buyers," a booklet from the New York *Clipper*, tells something about the clientele of this famous weekly and shows why its columns are suitable for advertising general commodities.

A DOZEN late styles of the Crawford Shoe are illustrated for retailers in a fine style book from the Charles A. Eaton Co., Brockton, Mass., with reproductions of recent Crawford ads from *Outing*, *Saturday Evening Post*, *Success*, *McClure's* and *Munsey's*.

BRILL BROTHERS, clothiers, on opening a new store on Fourteenth street near Broadway (New York) announced that they had been doing business on Sixth Avenue for fifteen years "On the level" and that hereafter they would "do business here—on the Square." The fact that their new store faces Union Square gives point to the announcement.

"YE Third Arrow of ye Third Quiver"—or in other words No. 3 of Volume III of *The Arrow*, N. & G. Taylor & Co.'s thumb-nail magazine—is out with more talk about the good qualities of Taylor Old Style roofing tin. "The man who stamps every piece of his goods," says *The Arrow*, "wants identification; and the man who wants identification is the man to do business with."

THE Protzman-Barr Company, advertising agents of Pittsburg, call attention to the services they can render advertisers in an attractive illustrated booklet entitled "Are Most Business Men Reaching for Money with a Rake that's too Short." Many advertisements written and designed by this firm are reproduced in miniature, giving the reader a good idea of the class of work turned out by the Protzman-Barr Company.

ADVERTISING EXPRESSION ILLUSTRATED.



A POOR CATCH LINE.

"Honest Stanley Day"

STANLEY DAY,
GENERAL NEWSPAPER ADVERTISING,
NEW MARKET, N. J., May 20, 1905.

Chas. J. Zingg, Esq.:

Dear Sir—No opinion of mine can add more weight to my appreciation of the value of the American Newspaper Directory than the fact that it is the only work of its kind that I ever use or refer to, and the only one that I ever place an advertisement in.

Yours truly,



1905 EDITION **NOW** READY FOR DELIVERY

Every advertising agent—every advertiser who spends as much as five hundred dollars a year in general advertising—every maker of material and supplies used in a publisher's office—and every firm who has occasional use for a partial or a complete list of newspapers, class papers and magazines published in the United States or Canada—ought to buy a copy of Rowell's American Newspaper Directory for 1905. Price \$10, net cash. Sent, carriage paid, upon receipt of amount.

Send Order and Make Checks Payable to

CHAS. J. ZINGG, Manager,
10 Spruce St. (one flight up), New York City.

A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*)

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Athens. Limestone Democrat. weekly. R. H. Walker, pub. *Actual average for 1904, 1,611.*

ARIZONA.

Phoenix. Republican. *Daily average for 1904, 6,829. Chas. T. Logan Special Agency, N. Y.*

ARKANSAS.

Fort Smith. Times, daily. *In 1903 no issue less than 2,750. Actual average for October, November and December, 1904, 5,646.*

CALIFORNIA.

Fresno. Evening Democrat. *Average, 1904, 4,070. Williams & Lawrence, N. Y. & Chicago.*

Mountain View. Signs of the Times. *Actual weekly average for 1904, 27,108.*

San Jose. Town and Country Journal, mo. W. G. Bohannon Co. *Average 1904, 9,125. First three months 1905 15,000.*

COLORADO.

Denver. *Clay's Review; weekly; Perry A. Clay. Actual average for 1904, 10,926 (*).*

Denver. Post, daily. Post Printing and Publishing Co. *Average for 1904, 44,577. Average for April, 1905, 46,852. Gain, 2,375.*

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Meriden. Morning Record and Republican. *daily average for 1904, 7,558.*

New Haven. Evening Register, daily. *Actual av. for 1904, 15,618; Sunday, 11,107.*

New London. Day, ev'g. *Aver. 1904, 5,855. First 3 mos. 1905, 6,055. E. Katz, Spec. Ad. Agt., N. Y.*

Norwich. Bulletin, morning. *Average for 1903 4,988; for 1904, 5,550; now, 5,942.*

Norwalk. Evening Hour. *Daily average year ending Dec., 1904, 5,217 (*).*

Waterbury. Republican, dy. *Aver. for 1904, 5,770. La Coste & Maxwell Spec. Agents, N. Y.*

DELAWARE.

Wilmington. Every Evening. *Average guaranteed circulation for 1904, 11,460.*

Wilmington. Morning News. *Only morning paper in State. Three mos. end, Dec., 1904, 10,074.*

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. *Daily average for 1904, 55,503 (©©).*

GEORGIA.

Atlanta. Journal, dy. *Av. 1904, 43,633, April, 1905, 46,084, Sy. 46,674. Semi-weekly 55,958.*

Atlanta. News. *Actual daily average 1904, 24,250. S. C. Beckwith. Sp. Ag., N. Y. &*

Augusta. Chronicle. *Only morning paper. 1904 average, daily 5,661; Sunday 7,480.*

IDAHO.

Boise. Evening Capital News. *Daily average 1904, 5,296; average February, 1905, 4,580. Actual circulation March 1, 1905, 4,815.*

ILLINOIS.

Bunker Hill. Gazette-News, weekly. *Average, 1904, 1,096. All home print.*

Calra. Bulletin. *Daily and Sunday average 1904, 1,945, April, 1905, 2,220.*

Calra. Citizen. *Daily Average 1904, 1,196, weekly, 1,127.*

Champaign. News. *First 3 mos. 1905, no issue of daily less than 2,400; weekly, 3,500.*

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. *Average for 1904, 4,100 (©©)*

Chicago. Farmers' Voice. *Actual weekly average year ending December, 1904, 25,052 (*).*

Chicago. Grain Dealers Journal, s. mo. Grain Dealers Company. *Av. for 1904, 4,926 (©©).*

Chicago. Gregg Writer, monthly. Shorthand and Typewriting. *Actual average 1904, 13,750.*

Chicago. National Harness Review, mo. *Av. for 1902, 5,291. First 3 mos. 1905, 6,250.*

Chicago. Record-Herald. *Average 1904, daily 145,761, Sunday 139,400. Average first four mos. 1905, daily 148,925, Sunday 206,501.*

The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



Kewanee, Star-Courier. Av. for 1904, daily 3,290, w'y, 1,275. Daily, sat 4 mos, '05, 3,802.
Peoria, Star, evenings and Sunday morning. Actual average for 1904, d'y 21,528, s'y 9,957.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '03, 12,618 (24). *Scorn* av. '04, 12,684. *Smith & Thompson, Sp. Rep., N.Y. & Chicago.*
Indianapolis, Star. Av. net sales 1904 (all returns and unsold copies deducted), 88,274 (3).

Marion, Leader, daily. W. B. Westlake, pub. Actual average for year 1904, 5,635.

Muncie, Star. Average net sales 1904 (all returns and unsold copies deducted), 28,781.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average for 1904, 23,815.

Richmond, Sun-Telegram. *Scorn* av. 1904, dy, 3,761.

South Bend, Tribune. *Scorn* daily average 1904, 6,539. *Scorn* average for April, 7,094.

Terre Haute, Star. Av. net sales 1904 (all returns and unsold copies deducted), 21,288 (3).

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1904, dy, 2,068; w'y., 8,391.

IOWA.

Davenport, Democrat and Leader. Largest *gar. city circ'n.* *Scorn* av. April, 1905, 7,550.

Davenport, Times. Daily av. 1904, 9,895. Daily av. April, 1905, 10,428. *Cir. guar.* greater than all other Davenport dailies combined.

Des Moines, Capital, daily. Lafayette Young publisher. Actual average sold 1904, 56,855. Present circulation over 51,000.

City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

Des Moines, News, daily. Actual average for 1904, 42,620. B. D. Butler, N. Y. and Chicago.

Des Moines, Wallace's Farmer, w'y. Est. 1879. Actual average for 1904, 56,811.

Muscatine, Journal. Daily av. 1904, 5,240. tri-weekly, 8,059, daily, March, 1905, 5,452.

Ottumwa, Courier. Daily average for first 4 mos. 1905, 8,028. Tri-weekly average for first 4 mos. 1905, 8,028.

Sioux City, Journal, daily. Average for 1904, *scorn*, 21,784. Av. for April, 1905, 24,092. *Prior's* most news and most foreign and local advertising. Read in 80 per cent of the homes in city.

Sioux City, Tribune, Evening. Net *scorn* daily, average 1904, 20,678; Mar., 1905, 25,702.

KANSAS.

Topeka, Western School Journal, educational monthly. Average for 1904, 7,808.

KENTUCKY.

Harrodsburg, Democrat. Best w'y.; best sec. Ky.; best results to adv. Proven av. *cir.* 3,552.

Paducah, News-Democrat. Daily net av. 1903, 2,904. Year ending Dec. 31, 1904, 3,008.

Paducah, The Sun. Average for April, 1905 8,636.

LOUISIANA.

New Orleans, The Southern Buck, official organ of Elklodm in La. and Miss. Av. '04, 4,815.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269,641.

Bangor, Commercial. Average for 1904, daily 8,991, weekly 28,857.

Dover, Piscataquis Observer. Actual weekly average 1904, 1,918.

Lewiston, Evening Journal, daily. Av. for 1904, 7,524 (3), weekly 17,450 (3).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 8,180.


MARYLAND.

Baltimore, News, daily. Evening News Publishing Company. Average 1904, 58,784. For 1905, 61,689.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Globe. Average for 1904, daily, 198,705. Sunday, 295,568. Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England. Advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Perfect copies printed for sale.

CHAS. H. TAYLOR, JR.,
Business Manager.

May 1, 1905.

Boston, Evening Transcript (3) (412). Boston's tea table paper. Largest amount of week day adv.

Boston, Post. Average for 1903, daily, 178,308; for 1904, 211,221. Boston Sunday Post, average for 1903, 160,421; for 1904, 177,664. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 20 cents per agate line, flat, run-off paper; Sunday rate, 18 cents per line. The best advertising propositions in New England.

Boston, Traveler. Est. 1824. Actual daily av. 1902, 73,352. In 1903, 76,666. For 1904, average daily circulation, 81,055 copies. *Keeps: Smith & Thompson, N. Y. and Chicago.*

North Adams, Transcript, even. Daily average, printed 1904, 3,895. Last 3 mos. 1904, 6,166.

Springfield, Good Housekeeping, mo. Average first 3 mos. 1905, 208,420. No issue less than 200,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester, Opinion, Public, daily (3). Paid average for 1904, 4,732.

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1904, 4,164. Aver. 4 months 1905, 4,506.

Grand Rapids, Evening Press dy. Average 1904, 44,807. Average 3 mos. 1905, 45,916.

Grand Rapids, Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Jackson, Press and Patriot. Actual daily average for 1904, 6,605. Av. April, 1905, 7,361.

Kalamazoo, Evening Telegraph. Last six mos. 1904, dy, 9,812. Dec. 10, 086, s. 30, 9,511.

Kalamazoo, Gazette, daily, 1904, 10,811. Dec. 11, 087. Largest circulation by 4,500.

Saginaw, Courier Herald, daily, Sunday. Average 1904, 10,253; April, 1905, 11,096.

Sault Ste. Marie, Evening News, daily. Average, 1904, 4,212. Only daily in the two Soots.

MINNESOTA.

Minneapolis. Svenska Amerikanaka Posten.
Swan J. Turnblad, pub. 1904, 52,068.

Minneapolis Tribune. W. J. Murphy, pub.
Est. 1867. Oldest Minneapolis daily. 1904,
daily average, 87,929; last quarter of
1904 was 92,322; Sunday 71,221. Daily
average for April, 1905, was 92,528
net: Sunday, 78,328.

CIRCULATION The Evening Tribune is guar-
anteed to have a larger circulation
than any other Minneapolis newspaper's evening edition.
The carrier-delivery of
the daily Tribune in Minneapolis
is many thousands greater
than that of any other news-
paper. The city circulation
alone exceeds 40,000 daily. The
Tribune is the recognized
Want Ad paper of Minne-
apolis.



by Am. News-
paper Direc-
tory.

Minneapolis. Farmers' Tribune, twice a week
W. J. Murphy, pub. Aver. for 1904, 56,814.

Minneapolis. Farm, Stock and Home, semi-
monthly. Actual average 1903, 73,854. Actual
average 1904, 79,750.



The absolute accuracy of Farm,
Stock & Home's circulation rating
is guaranteed by the American
Newspaper Directory. Circulation is
practically confined to the farmers
of Minnesota, the Dakotas, Western
Wisconsin and Northern Iowa. Use
it to reach section most profitably.

Minneapolis. Journal, daily. Journal Print-
ing Co. Aver. for 1903, 57,039; 1904, 64,533;
first quarter 1905, 67,528; April, 1905, 67,226.



The absolute accuracy of the
Journal's circulation ratings is
guaranteed by the American News-
paper Directory. It reaches a
greater number of the purchasing
classes and goes into more homes
than any paper in its field. It
brings results.

St. Paul. Dispatch, dy. Aver. 1904, 58,036.
January, 1905, 59,501. ST. PAUL'S LEAD-
ING NEWS PAPER. W'y aver. 1904, 75,951.

St. Paul. News, daily. Actual average for
1904, 86,204. B. D. Butler, N. Y. and Chicago.

St. Paul. Pioneer-Press. Daily average for
1904, 85,090, Sunday 50,484.

St. Paul. The Farmer, a-mo. Rate, 25c. per
line, with discounts. Circulation for year ending
Dec., 1904, 88,487.

St. Paul. Volkszeitung. Actual average 1904,
dy. 12,685, w'y. 28,657, Sonntagsblatt 28,640.

MISSISSIPPI.

Hattiesburg. Progress, ev'g. Av. d'y circ., y'r
end'g Jan., 1905, 2,175. Pop. 14,000, and growing.

MISSOURI.

Clinton. Republican. W'y av. last 6 mos. 1904,
5,540. D'y, est. Apr., '04; av. last 6 mos. '04, 800.

Kansas City. Journal, d'y and w'y. Average
for 1904, daily 64,113, weekly 199,590.

Kansas City. World, daily. Actual average
for 1904, 61,478. B. D. Butler, N. Y. & Chicago.

St. Joseph. News and Press. Circ. last 3 mos.
1905, 55,469. Smith & Thompson, East. Rep.

St. Louis. National Druggist, mo. Henry R.
Strong, Editor and Publisher. Average for 1904,
5,980 (©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower,
monthly. Average for 1904, 5,585; average for
1905, 106,625; average for 1904, 104,750.

NEBRASKA.



Lincoln. Daily Star, evening
and Sunday morning. Actual
daily average for 1904, 15,239.
For March, 1905, 16,862. Only
Nebraska paper that has the
Guarantee Star.

Lincoln. Deutch-American Farmer, weekly.
Average year ending January, 1905, 146,867.

Lincoln. Freie Press, weekly. Actual average
for year ending January, 1905, 149,281.

Lincoln. Journal and News. Daily average
1904, 26,388; February average 28,055.

Omaha. Den Danske Pioneer, w'y. Sophus F.
Noble Pub. Co. Average for 1904, 31,628.

Omaha. News, daily. Actual average for 1904,
41,759. B. D. Butler, New York and Chicago.

NEW HAMPSHIRE.

Nashua. Telegraph, dy. and w'y. Daily aver-
age for 6 mos. ending April 30th, '05, 8,256.

NEW JERSEY.

Camden. Daily Courier. Est. 1876. Net aver.
circulation for 4 mos. end. Dec. 31, 1904, 8,687.

Jersey City. Evening Journal. Average for
1904, 21,106. First 3 mos. 1905, 22,689.

Newark. Evening News. Evening News Pub
Co. Av. for April, 1905, 61,544.

Washington, Star, w'y. Suorn av. '05, 8,759.
Suorn aver. '04, 8,981. More actual subs. than
any five other Warren Co. papers.

NEW YORK.

Albany. Times-Union, every evening. Est. 1856.
Av. for '04, 80,487; Jan., Feb., & Mar., '05, 88,594.

Batavia. News, evening. Average 1903,
6,487. Average 1904, 6,757.

Buffalo. Courier, morn. Av. 1904, Sunday 79,
882; daily 59,940; Enquirer, even., 52,702.

Buffalo. Evening News. Daily average 1904,
88,457; March, 1905, 96,794.

Catskill. Recorder, weekly. Harry Hall, edi-
tor. 1904 av., 5,656. Av. December, 3,731.

Cortland. Democrat, Fridays. Est. 1840. Aver.
1904, 2,296. Only Dem. paper in county.

Corning. Leader, evening. Average, 1904,
6,288. First quarter 1905, 6,428.

Lions. Republican, established 1821. Chas. H.
Betts, editor and prop. Circulation 1903, 2821.

Mount Vernon. Daily Argus. Average 1904,
2,915. Westchester County's leading paper.

Newburgh. News, daily. Av. for 1904, 4,722.
3,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1865. Actual weekly
average for 52 issues, 1904, 9,871 (©). Only
Military paper awarded "Gold Marks."

Baker's Review, monthly. W. K. Gregory Co.,
publishers. Actual average for 1904, 4,900.

Benziger's magazine, family monthly. Ben-
ziger Brothers, Average for 1904, 27,025, pres-
ent circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen
Pub. Co., Ltd. Aver. for 1904, 25,662 (©).

El Comercio, mo. Spanish export. J. Shep-
ard Clark Co. Average for 1904, 7,292.

Haberdasher, mo., est. 1831. Actual average for
1904, 7,000. Binders' affidavit and Post Office
receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly.
In 1904, average issue, 17,500 (©).
D. T. MALLETT, Pub., 233 Broadway.

Leslie's Weekly. Actual aver. year end. Aug.,
1904, 69,077. Pres. av. over 85,000 weekly.

Leslie's Monthly Magazine, New York. Average
circulation for 1904, 245,946.
Present average circulation 300,169.

Music Trade Review, music trade and art week-
ly. Average for 1904, 5,509.

National Provisioner, weekly. Packing houses,
butchers, cotton seed oil, etc. 1904 av. cir. 6,501.

Pocket List of Railroad Officials, qly. Rail-
road & Transp. Av. 1905, 17,992; 1904, 19,547.

The Des Moines Capital

In April **The Des Moines Capital** Again Published More
Local and Foreign Advertising in Six Issues a Week
Than **Any** Competitor in Seven.

The CAPITAL to-day submits the daily advertising figures for April for the three daily newspapers. The CAPITAL, of course, continues to lead. The chief prize of the advertising business is the amount of local advertising published. It shows the appreciation of the home merchants, who are in a position to make the most accurate judgment as to merit. The CAPITAL published in April 11,569 inches of local display against 11,537 for its nearest competitor and 10,872 for its next nearest competitor, counting but six issues a week for the CAPITAL and seven for the other two papers—or a total of 25 issues during the month for the CAPITAL against 30 issues for the others. In foreign advertising the CAPITAL's lead for the same period was more marked, the figures being 7,015 for the CAPITAL and 6,600 and 6,117 inches respectively for the others. The total of local and foreign for the month was 18,584 for the CAPITAL and 17,654 inches and 17,472 respectively for the others, giving a margin in favor of the CAPITAL of almost a thousand inches. Classified advertising is not included in the above figures. In this branch, the CAPITAL also led for the month. Below are the daily measurements of the three newspapers.

APRIL ADVERTISING FIGURES.

	Capital.	Nearest Competitor.	Next Nearest Competitor.	Capital.	Nearest Competitor.	Next Nearest Competitor.
	Inches.	Inches.	Inches.	Inches.	Inches.	Inches.
Local Figures.			Foreign Figures.			
1.....	152	38	163	316	252	156
2.....		575	1,449		286	793
3.....	164	102	55	285	127	129
4.....	314	248	112½	383	231	207
5.....	514	317	174	337	282	160
6.....	283	201	313	267	209	219
7.....	1,107	1,098	152	105	145	101
8.....	142	43	164	437	251	203
9.....		192	1,522½		213	458
10.....	159	91	42	185	137	142
11.....	335	201	99	211	296	173
12.....	437	237	162	266	302	184
13.....	399	240	220	405	297	198
14.....	1,171	1,079	88	209	169	97
15.....	121	50	87	558	253	242
16.....		1,009	1,654		164	494
17.....	121	60	41	382	98	152
18.....	365	258	120	193	216	179
19.....	356	122	179½	244	259	176
20.....	415	257	162½	147	194	205
21.....	1,158	1,127	135	308	131	115
22.....	234	20	122	407	208	189
23.....		978	1,425		160	578
24.....	117	96	48	190	105	120
25.....	244	167	89	253	227	142
26.....	1,812	162	140	248	207	135
27.....	226	237	179	178	353	184
28.....	1,009	900	239½	273	72	87
29.....	214	21	140	228	200	223
30.....		876	1,394		113	355
Totals.....	11,569	11,537	10,872	7,015	6,117	6,600

Total of Local and Foreign Advertising—

	Capital.	Nearest Competitor.	Next Nearest Competitor.
Local	11,569	11,537	10,872
Foreign.....	7,015	6,117	6,600
Totals.....	18,584	17,654	17,472

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for nine months ending April 30, **16,262** copies.

The Wall Street Journal. Dow, Jones & Co. publishers. Daily average 1904, **11,085**.

The World. Actual aver. for 1904, **302,885**, Evening, **579,755**, Sunday, **433,184**.

Rochester. Case and Comment, mo. Lase. Av. for 1904, **50,000**; 6 years average, **50,105**.

Schenectady, Gazette, daily. A. N. Leaty. Actual average for 1903, **11,025**, 1904, **12,574**.

Syracuse, Evening Herald, daily. Herald Co. pub. Aver. 1904, daily **55,648**, Sunday **59,161**.

Utica, National Electrical Contractor, mo. Average for 1904, **2,635**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1904, **14,579**.

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, **6,143**; Sunday, **8,408**, semi-weekly, **4,496**.

Raleigh, Biblical Recorder, weekly. Averages 1903, **8,872**. Average 1904, **9,756**.

NORTH DAKOTA.

Grand Forks, Herald, dy. av. for yr. end. Feb. '05, **6,036**. Will guar. **6,000** for yr. N. Dakota's **BIGGEST DAILY**. La Cote & Maxwell, N.Y. Rep.

OHIO.

Akron, Beacon Journal. Average year ending March, 1905, **10,107**. N. Y. 325 Temple Court.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1904, **79,460**; Sunday **68,198**. Apr., 1905, **81,562** daily; Sunday, **72,110**.

Dayton, Herald, evening. Circ., 1904, **15,280**. Largest in Dayton, paid at full rates.

Washington Court House, Fayette Co. Record, weekly. Actual average 1904, **1,710**.

Youngstown, Vindicator, Dy av. '04, **12,020**. La Cote & Maxwell, N.Y. & Chicago.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average for 1904, **5,170**.

Zanesville, Times-Recorder. Sworn average 1905, **10,855**. Guaranteed double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Guthrie, Oklahoma Farmer, weekly. Actual average 1904, **58,898**.

OREGON.

Portland. Evening Telegram, dy. (ex. Sun.) Average circulation during 1904, **21,271**.

Portland, Oregon Daily Journal. Actual average for April, **20,766**; actual average during 1904, **15,204**.

PENNSYLVANIA.

Chester, Times, ev'g dy. Average 1904, **7,929**. N. Y. office, 230 B'way. F. H. Northrup, Agr.

Harrisburg, Telegraph, Dy. sworn av., year end'g Mar., **11,839**; Mar., **11,668**. Best in H'g.

Philadelphia, American Medicine, wy. Av. for 1905, **19,527**. Av. March 1905, **16,827**.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of April, 1905:

1.....	220,747	16.....	Sunday
2.....	Sunday	17.....	220,359
3.....	218,821	18.....	218,998
4.....	213,810	19.....	217,159
5.....	207,007	20.....	214,963
6.....	218,506	21.....	201,823
7.....	216,114	22.....	221,860
8.....	218,119	23.....	Sunday
9.....	Sunday	24.....	205,985
10.....	216,544	25.....	218,247
11.....	214,550	26.....	213,223
12.....	218,603	27.....	215,657
13.....	218,444	28.....	220,657
14.....	220,273	29.....	220,358
15.....	223,816	30.....	Sunday
Total for 25 days,		5,414,688 copies.	
NET AVERAGE FOR APRIL,			

216,587 copies per day

The BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. McLEAN, Publisher.

PHILADELPHIA, May 4th, 1905.

The Evening Telegraph

READ EVERYWHERE IN
PHILADELPHIA.
April Circulation

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of April, 1905:

1.....	155,814	16.....	Sunday
2.....	Sunday	17.....	162,580
3.....	156,703	18.....	163,657
4.....	156,141	19.....	163,640
5.....	156,054	20.....	162,157
6.....	160,310	21.....	159,172
7.....	158,269	22.....	170,936
8.....	162,728	23.....	Sunday
9.....	Sunday	24.....	165,438
10.....	162,167	25.....	165,492
11.....	161,974	26.....	164,115
12.....	162,094	27.....	164,489
13.....	161,233	28.....	164,297
14.....	164,287	29.....	170,493
15.....	167,551	30.....	Sunday

Total for 25 days 4,062,441 copies.

NET AVERAGE FOR APRIL

162,498 copies per day

BARCLAY H. WARBURTON, President

Philadelphia, German Daily Gazette. Aver. circulation 1904, daily **49,088**, Sunday **57,398**. Sworn statement. Cir. books open.

Philadelphia, Press. Daily average year ending Dec. 31, 1904, **118,242** net copies sold.

Philadelphia. Farm Journal, monthly. Willmer Atkinson Company, publishers. Average for 1904, 598,880. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"Awarded June 25th, 1902, by 'Printers' Ink,' The Little Schoolmaster in the Art of Advertising, to the Farm Journal. After canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns."

Philadelphia. Sunday School Times, weekly. Average for 1904, 92,518. Send for rates to The Religious Press Association, Philadelphia.

Philadelphia. The Grocery World. Actual average for 1904, 11,764.

Pittsburg. Labor World, wy. Av. 1904, 22,618. Reaches best paid class of workmen in U.S.

Pottsville. Evening Chronicle, Official county organ. Daily average 1904, 6,757.

West Chester. Local News, daily. W. H. Hodgson. Average for 1904, 15,180.

Williamsport. Grit, America's Greatest Weekly. Av. first 3 mos. 1905 285,756. Smith & Thompson, Leips., New York and Chicago.

York. Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket. Evening Times. Average for four months ending April 26th, 1905, 16,804.

Providence. Daily Journal, 17,290 (©). Sunday, 20,486 (©). Evening Bulletin 57,856 average 1904. Providence Journal Co., pub.

Westerly. Sun. Geo. H. Utter, pub. Average 1904, 4,480. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. aver. for first 3 months 1905 4,110. Apr. 4,458.

Columbia. State. Actual average for 1904, daily 8,164 copies, (©) per issue; semi-weekly 2,251. Sunday 9,417 (©). Act. aver. for first 4 months of 1905, daily 8,809; Sunday 10,428.

The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



TENNESSEE.

Chattanooga. Crabtree's Weekly Press. Average November and December, 47,044 (©).

Knoxville. Journal and Tribune. Actual daily average for year ending January 31, 1905, 15,060 (©); weekly average for 1904, 14,518.

The absolute correctness of the latest circulation statement issued by the Daily Journal and Tribune is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Knoxville. Sentinel. Av. '04, 11,482. Led nearest competitor 11,000 in advertising, '04, 6 days vs. 7.

Memphis. Commercial Appeal, daily, Sunday, weekly. Average 1904, daily 88,965. Sunday 47,002. weekly 86,840. (1904). Smith & Thompson, Representatives N. Y. & Chicago.

Nashville. Banner, daily. Aver. for year 1905, 18,772; for 1904, 20,708. Only Nashville daily eligible to Roll of Honor.



TEXAS.

Denton. Record and Chronicle, Daily av. 1904, 816. Weekly av., 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso. Herald. Dy. av. 1904, 4,211; Dec., 1904, 4,485. Merchants' canvass showed Herald in 80 per cent of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

Paria. Advocate, dy. W. N. Furey, pub. Actual average, 1905, 1,327; 1904, 1,381.

San Angelo. Standard, weekly. Average for 1904, 2,909.

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1904, 3,161.

Burlington. Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,629; last 3 mos., 7,024; last month, 7,547.

Burlington. Free Press. Daily av. '03, 5,566. '04, 6,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

VIRGINIA.

Norfolk. Dispatch, daily. Circulation, 1904, 9,400; Jan., 1905, 9,855; Feb., 10,643; March, 10,808.

Richmond. News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.



Richmond. Times-Dispatch, morning.

Actual daily average year ending December, 1904, 29,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Seattle. Times. Actual aver. circulation Oct. Nov. and Dec., 1904, 37,099 daily. 45,450 Sunday. By far largest daily and Sunday in State.

Tacoma. Ledger. Dy. av. 1904, 14,564; Sy., 18,475; wch., 9,524. Aver. 4 mos. ending Jan. 31, 1905, Daily, 14,696, Sunday, 19,318.

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,320 (1904).

Wheeling. News. Daily paid circ'n 9,707. Sunday paid circ'n 10,529. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Milwaukee. Evening Wisconsin, d'y. Av. 1904, 26,201; April, 1905, 27,175 (©).

Milwaukee. Journal, daily. Journal Co., pub. Fr. end. Dec., 1904, 27,170 Mar., 1905, 28,818.

Oshkosh. Northwestern, daily. Average for 1904, 7,251. December, 1904, 7,426.

Wisconsin. Agriculturist, Racine, Wis. Weekly. Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1903, 35,181; for 1904, 37,254; for year ended March 30, 1905, 38,940. N. Y. Office, Temple Court. W. C. Richardson, Mgr.



WYOMING.

Cheyenne. Tribune. Actual daily average for 1904, 5,986.

BRITISH COLUMBIA.

Vancouver. Province, daily. W. C. Nichol, blisher. Average for 1904, 7,426; average for April, 1905, 8,669.

Victoria. Colonist, daily. Colonist P. & P. Co. Aver. for 1905, 8,695; for 1904, 4,556 (©).

MANITOBA. CAN.

Winnipeg. Free Press, daily and weekly. *Average for 1904, daily, 25,695; weekly, 15,801. Daily, April, 1905, 29,116.*

Winnipeg. Der Nordwesten, Western Canada's German newspaper, covers the German speaking population of over 150,000—its exclusive field. *Average for 1904, 11,892; average for 12 months ending April 30, 1905, 12,324.*

NEW BRUNSWICK. CAN.

St. John. Star. *Actual daily average for October, November, December, 1904, 6,091.*

NOVA SCOTIA. CAN.

Halifax. Herald (☉☉) and Evening Mail. *Circulation, 1904, 15,688. Flat rate.*

ONTARIO. CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. *Average for 1904, 6,000.*

Toronto. Evening Telegram. *Daily, aver. 1904, 31,344. Perry Lukens, Jr., N.Y. Repr.*

Toronto. Star, daily. *Sworn average circulation for March 1905, 39,921. Largest circulation of any evening paper published in Ontario.*

Toronto. The News. *Sworn average daily circulation for April, 1905, 38,957. Advertising rate 3½c. flat, run of paper. The largest circulation of any evening paper published in Ontario.*

QUEBEC. CAN.

Montreal. Herald, daily. *Est. 1805. Actual aver. daily 1904, 22,850; weekly, 18,856.*

Montreal. Journal of Agriculture and Horticulture. *Semi-monthly. Average 1904, 61,457.*

Montreal. La Presse. La Presse Pub. Co., Ltd., publishers. *Actual average 1904, daily, 80,259; Av. Mar., '05, 95,826. Sat., 113,592.*

Montreal. Le Canada. *Actual average 1904—daily, 19,287; weekly, 18,757.*

Montreal. Star, dv. & wy. Graham & Co. *Av. for '05, dy. 55,127, wy. 122,269. Av. for 1904, dy. 56,795, wy. 125,240.*

Sherbrooke. Daily Record. *Guaranteed av., 1904, 4,917; April, 1905, 5,804.*

(☉☉) GOLD MARK PAPERS (☉☉)

(☉☉) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ☉.—*Webster's Dictionary.*

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and eleven are distinguished from all the others by the so-called gold marks (☉☉), the meaning of which is explained above.

Announcements under this classification, from publications having the gold marks in the Directory, cost 30 cents per line per week, two lines (the smallest advertisement accepted) cost \$30.80 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (☉☉), Washington, D. C. *Reaches 90% of the Washington homes.*

GEORGIA.

ATLANTA CONSTITUTION. *Act. av. for 1904: Daily \$8,885 (☉☉). Sy 42,519, Wy 107,925.*

ILLINOIS.

TRIBUNE (☉☉). Only paper in Chicago receiving this mark, because **TRIBUNE** ads bring satisfactory results.

BAKERS' HELPER, (☉☉), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

MASSACHUSETTS.

BOSTON PILOT (☉☉), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSSCRIPT (☉☉), established 1830. The only gold mark daily in Boston.

WORCESTER L'OPINION PUBLIQUE (☉☉) is the leading French daily of New England.

TEXTILE WORLD RECORD (☉☉), Boston, is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

MICHIGAN.

Grand Rapids. Furniture Record (☉☉). Only national paper in its field.

MINNESOTA.

THE NORTHWESTERN MILLER (☉☉) Minneapolis, Minn.; \$5 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK.

THE POST EXPRESS (☉☉), Rochester, N. Y. *Best advertising medium in this section.*

ENGINEERING NEWS (☉☉).—The leading engineering paper in the country.—*Press, Cleveland.* E. News prints more transient ads than all other technical papers; 1½ & 3c. a word. *Try it.*

VOGUE (☉☉), the authority on fashions. Ten cents a copy; \$4 a year. 364 5th Ave., New York.

HARDWARE DEALERS' MAGAZINE.

In 1904, average issue, 17,500 (☉☉).

D. T. MALLETT, Pub., 233 Broadway, N. Y.

NEW YORK HERALD (☉☉). Whoever mentions America's leading newspapers mentions the New York Herald first.

ELECTRICAL WORLD AND ENGINEER (☉☉), established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (☉☉). Desirable because it always produces satisfactory results.

CENTURY MAGAZINE (☉☉). There are a few people in every community who know more than all the others. These people read the **CENTURY MAGAZINE**.

NEW YORK TRIBUNE (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

THE NEW YORK TIMES (☉☉), Times Square. "All the news that's fit to print," has greatly increased in advertising and circulation since entering new home. More than 100,000 copies daily in Metropolitan District; a quantity of quality.

OHIO.

CINCINNATI ENQUIRER (©©). Great-influential-of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.-Chicago.

PENNSYLVANIA.

THE PITTSBURGH DISPATCH (©©), a home delivered circulation among those of all classes with money to buy.

SOUTH CAROLINA.

THE STATE (©©), Columbia, S. C., reaches every part of South Carolina.

VIRGINIA.

NORFOLK LANDMARK (©©) the recognized medium in its territory for investors and buyers. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from LANDMARK.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (©©), one of the Golden Dozen Newspapers.

CANADA.

THE HALIFAX HERALD (©©) and the EVENING MAIL. Circulation exceeds 16,000, flat rate.

THE TORONTO GLOBE (©©)

2½ larger circulation than any other morning paper in Canada. U. S. representatives, BRIGHT & VEREE, Tribune Bldg., N. Y.; Boyce Bldg. Chicago.

READERS of the New York Times have lately noticed that the Wanamaker ad, for several years occupying a full page, has suddenly shrunk to 185 lines across only three columns. It's said that there's a story back of this. When Mr. Ochs took hold of the Times he thought it worth while to make the Wanamaker store so low a price for a daily page that Wanamaker could not resist. A contract was accordingly made, and the ad became a feature of the paper. In the meantime, however, the New York Times has steadily grown in circulation and advertising patronage. When the Wanamaker contract expired the other day, therefore, the price made for a page a few years ago would buy only 185 lines across three columns. Hence the shrink.

FINANCIAL advertising is being developed rapidly. The prejudice among bankers against publicity is disappearing, for it is now clear that dignity is never lost as long as advertising statements are absolutely truthful. Bank advertising needs the same elements that make other publicity successful—attractive style, forceful ways of putting facts, original stories and original points of view.

NOTES.

A 16-PAGE pamphlet in brown and black describes the process employed by Barnhart Brothers & Spindler, of Chicago, in the manufacture of their electrically welded steel chases. The booklet is intended to appeal to practical printers and is full of good technical talk.

"THE Art of Making Paper" is a book, freakish in get-up but valuable in its text, containing four articles on the making of paper from the earliest times. The chief theme is the historic one. Rensselaer W. Daniels is the author, and the book is published by the Niagara Paper Mills.

A LARGE well-made map of Seattle, Wash., is distributed as a piece of advertising literature by M. B. Jackson & Sons, realty, that city. Experience has demonstrated that a map of this character is one of the best advertisements that can be used in connection with a real estate business.

"THE Denver Road" (Fort Worth & Denver City Railway Co.) use a strong double column cut for advertising their line as the best route through the Texas Pan-handle to the Lewis and Clark Exposition. The ad was designed and engraved by the Fishburn Illustrating Co., Dallas.

Circulation is the name of a new journal to be issued twice a month by the Circulation Promotion Co., Denver. The editor, John B. Cox, says that he reads every periodical devoted to the subject of increasing newspaper circulation, but still considers that there is something to be said about the matter. Circulation is endeavoring to say that something. The first issue is pithy and practical.

THE "Letter Shop," conducted by Franklyn Hobbs, Chicago, has augmented its facilities with a designing department and illustrating service. Mr. Hobbs still writes all advertising letters produced by his shop, but turns over illustrating to Robert M. Hynes, a well-known advertising artist, booklet writing to Charles E. Powers, and the preparation of prospectuses to J. J. Butler. A fourth assistant is Charles Hopper, financial director.

PRINTERS' INK, long known as the Little Schoolmaster, published a mass of very useful information regarding Bank Advertising in its issue of October 26th. This unique weekly, now in its 49th volume, has long been specially devoted to the interests of advertisers and publishers. It has only lately started in to make a good fellow of itself among several important lines of business, and it has certainly succeeded to a remarkable degree. Real estate and bank advertising have been especially noticeable in the past for its uninterestedness, but the Little Schoolmaster is trimming out a lot of deadwood among these and other classes of advertisers.—The Office Magazine, Seattle, Wash.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

COLORADO.

THE Denver Post, Sunday edition, May 21, 1906, contained 5,911 different classified ads, a total of 118 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DELAWARE.

IN Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

DISTRICT OF COLUMBIA.

THE EVENING and **SUNDAY STAR**, Washington, D. C. (C.), carries DOUBLE the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

THE CHICAGO DAILY NEWS is the city's "want-ad" directory and one of the greatest "want-ad" mediums of the country. It has no Sunday issue, but is published every evening except Sundays and holidays. During the year 1904 the paper was issued 310 days; during that time it published 11,095 columns of classified advertising, consisting of 628,538 individual advertisements; of this number, 201,666 were transmitted to the DAILY NEWS office by telephone. Eleven telephones are used exclusively for the reception of such ads from nearly 600 drug store agencies and from thousands of individual customers throughout Chicago and its adjoining territory. These advertisements are, for the convenience of the readers, carefully classified under 199 different classification headings. No free "want-ads" are published. The DAILY NEWS rigidly excludes all objectionable advertising. The value of the classified columns of the DAILY NEWS to the advertisers is shown by the very rapid growth of this kind of advertising in the paper. During the year 1903 it increased 133 columns over 1902, notwithstanding an increase in advertising rate; in 1904 it increases 314 columns over 1903, or an average of a column a day.

"Nearly everybody who reads the English language in, around or about Chicago reads the DAILY NEWS," says the *Post-office Review*.

INDIANA.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Indianapolis News during the year 1904 printed 125,307 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,730 separate paid Want ads during that time.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 591,313 lines of Want ads. During the month of December the STAR printed 17,355 lines of classified financial advertising. This is 4,275 lines more than published by any other Indianapolis newspaper for the same period. The *News* in December, 1904, printed 13,060 lines; the *Sentinel* 4,516 lines, and the *Sun* 2,630 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. **DAILY ENTERPRISE**, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

BOSTON GLOBE, daily and Sunday, in 1904, carried 141,553 more "Want" ads than any other Boston paper. It printed a total of 417,225 classified advertisements, and every one of them was paid for at the regular card rate, and there were no trades, deals or discounts.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 11,000; 1c. word; 5c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over fifty six per cent more Want ads during February, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation 1903, 57,039; 1904, 64,333; January, 1905, 67,598; February, 1905, 67,563.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 92,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

THE ST. PAUL DISPATCH is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1904—88,086; now 59,501.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 1 cent a word.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want Ad" medium; i.e. a word. Average circulation (1901), 11,359; Sunday, 13,756.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, combined circulation over 27,000. Cent a word.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 15,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. DAILY STAR, Lincoln, Neb.

NEW JERSEY.

NEWARK, N. J. FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

ELIZABETH DAILY JOURNAL covers population of 95,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

NEW YORK.

THE Post-Express is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

IN Binghamton the LEADER carries largest patronage; hence pays best. BECKWITH, N. Y.

BUFFALO NEWS with over 27,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

IN Zanesville the TIMES-RECORDER prints twice as many Want Ads as all the other papers.

THE Zanesville SIGNAL reaches 64 towns in S. E. Ohio, also 68 rural routes; 1/2c. a word net.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

THE MANSFIELD NEWS publishes daily more Want ads than any other 20,000 population newspaper; 20 words or less 3 consecutive times or less, 25c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 11,029. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper.

PHILADELPHIA:

THE BULLETIN.

Net paid daily average circulation for April:

216,587 copies per day.

"In Philadelphia nearly everybody reads 'The Bulletin.'"

(See Roll of Honor.)

DON'T BE BIGOTED

USE GERMAN COPY.

The Philadelphia German Daily Gazette

is a known puller.
Circulation sworn and guaranteed.

49,083 COPIES PER DAY.
(See Roll of Honor.)

SOUTH CAROLINA.

THE Columbia STATE (☉) carries more Want ads than any other S. C. newspaper.

VERMONT.

THE Burlington DAILY NEWS is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

NO paper of its class carries as many Want ads as the EVENING TELEGRAM, of Superior, Wisconsin.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates; Want Ads—daily, 3 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

CANADA.

THE Halifax HERALD (☉) and the MALT—Nova Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,823, Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. Carries more general advertising than any other Toronto paper. Sworn daily average circulation, March, 1905, 39,021.

A PARTICULAR feature of the Toronto EVENING TELEGRAM's classified advertisements is that they are all true to their headings; there are no fake, improper or doubtful advertisements accepted. This gives the public perfect confidence in them, and next to the large circulation is perhaps the greatest reason why they bring such splendid results to the advertisers.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements: 30 cents a line, pica measure, 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MAY 31, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

MANUFACTURERS ARE NOW INTERESTED IN ADVERTISING.

Everywhere among manufacturers to-day there is a widespread interest in advertising—advertising to reach the consumer. This could not have been said a year ago. Then the manufacturing world had an indifference to advertising if it knew anything about it at all, or a profound ignorance of the whole subject. By the term "manufacturing world" is meant the manufacturer as a body, the solid phalanx of him in New England, Philadelphia,

New York and other manufacturing communities. One finds him there in his native element, and until he has been seen in that native element it is difficult to realize what a gap exists between his factory and the consumer, and how reverently he avoids disturbing traditional trade lines.

* * *

But suddenly this manufacturing world has developed an intense, anxious interest in both advertising and the consumer. It is glad to talk plans of advertising and discuss trademarks with solicitors, where a year ago the latter would have got no hearing. Several influences have created this interest. The work of agency solicitors, for one, and the newspaper advertising of Cyrus Curtis for another. The trade press in every manufacturing field is giving attention to advertising, too. But the prime factor in this new attitude is the success of certain trademarked goods. The trademark has offered a method of disposing of a product so broad, and individual trademarks have in many instances become so valuable, that all manufacturers are interested, big and little.

* * *

They now realize that this is a golden age in trademarks—a time when almost any maker of a worthy product can lay down the lines of a demand that will not only grow with years beyond anything that has ever been known before, but will become in some degree a monopoly. Go into a retail grocery, a retail dry goods store or any place where the consumer purchases. Trademarked goods will be found in scant proportion to other commodities. Everywhere in trade lines there are opportunities to take the lead in advertising—to replace dozens of mongrel, unknown, unacknowledged makes of a fabric, a dress essential, a food, with a standard trademarked brand, backed by the national advertising that in itself has come to be a guarantee of worth with the public. In ninety per cent of all retail trade there is a niche waiting for the manufacturer, and he now

begins to realize it. He can get in on the ground floor. This is the golden age.

It will not last always, this condition of affairs. Already trademarked brands are appearing and new commodities spring up in the magazines every month. Pure food agitation is teaching the public to be wary not only of anonymous foods, but of unnamed fabrics and every other mongrel commodity. In ten years at the farthest, perhaps in five or less, every commodity of large consumption will have its trademarked leader, firmly entrenched through advertising. The first will be that leader, and all that come after will necessarily take the leavings of the demand. To-day it is a simple matter to enter the field first in hundreds of directions, but in five years it will not be easy—in many cases it will be impossible. To build up a demand for a rival of Sapolio to-day would take millions, if it could be done at all. The first in the field is king, and rules over all the mongrels. This is the golden age of opportunity. It is an age that will pass swiftly under the formation of the new trade lines. To-morrow will be a time of regret for many manufacturers, and the whole manufacturing world knows it now where it was indifferent a year ago. For this reason manufacturers everywhere are thinking about the consumer and looking for information about advertising.

THE 14th Street Store, New York, has adopted the popular "Seeing New York" idea and now runs a large automobile around the metropolis twice a day, the feature being conducted as a department in the business.

"PRINTERS' INK has brought me business, besides many inquiries that will eventually lead to orders. Just this morning I received a letter from a laundryman in England, who is interested, and he mentions PRINTERS' INK.—*Willard B. Brown, 220 Broadway, New York.*

EXPORTERS and importers would greatly oblige our consul at Prague, capital of the Kingdom of Bohemia, by addressing to his consulate their latest catalogue.

To use one ad several times in succession is just as bad as repeating a sentence several times to a customer. If you wish to drive an idea home you use a different combination of words—the ad should be changed every day.

THE publishers of *Farm Life*, of Chicago, will on September 1st, advance their advertising rate to sixty cents a line. Contracts will now be accepted at the old rate of 50 cents a line calling for insertions from July to December inclusive.

ADVERTISERS will find the 1905 issue of Rowell's American Newspaper Directory a quick and accurate guide in deciding upon desirable mediums for the approaching advertising campaign. It is a complete Directory of all the newspapers and periodicals published in the United States and Canada.

"I SINCERELY believe that PRINTERS' INK has had more to do with the growth of publicity than any other single influence. The Little Schoolmaster has been consistent ever since its establishment. No other publication in the advertising field has. Furthermore, I have always regarded PRINTERS' INK as the only medium that can give real advertising to a newspaper."—*Chas. J. Billson.*

If you are an advertiser, you can ill afford to get along without a copy of the 1905 edition of Rowell's American Newspaper Directory. It contains a concise description of every newspaper and periodical published in this country and Canada, and also a description of the town or city where it is published. The circulation ratings are revised annually. Lists of desirable mediums may be made from it quickly, accurately and systematically.

ABOUT the scarcest thing in the world is the successful humorous ad.

SHORT stories and tell them often is a good motto for most advertisers.

"ASK and ye shall receive"—advertise and you will get the business.

THE success that comes from constant advertising is compounded daily.

INTEGRITY is the only insurance against loss of the public's confidence.

GOOD advertising is the fuel that keeps the fires of business burning brightly.

THE smaller the ad the greater should be the effort to make it a good one.

It's impossible to write paying advertisements for an article devoid of merit.

As it takes two to strike a bargain you must advertise to get the other one interested.

WHILE there is life there is always hope for the concern that advertises judiciously.

In preparing newspaper ads it is well to remember that news is what the reader wants.

ROME wasn't built in a day. Don't expect profits from advertising before the ink is dry.

THE size of the ad ought to conform in a great measure to the size of your pile of money.

FREQUENT insertions of the same ad, no matter how good it may be, will soon sap its power.

USE different copy every time your ad appears. Very few people will read the same ad twice.

DON'T abuse the word "bargain" if you wish the public to have confidence in your advertisements.

No matter how long it is, the advertisement that contains nothing but information about the goods it advertises, is not too long.

THE rule still holds good that the most liberal advertiser secures the lion's share of business.

THE adwriter has more "say" about a business than any other man connected with it. He should know the business as he knows the alphabet.

A POLITE colored man in uniform stands in front of each of the large stores in Cleveland to open carriage doors. That is one way to advertise.

WITH attractive borders obtainable at small expense, there is no reason for advertisers failing to make their announcements distinctive if they would like to.

REAL estate advertising too generally harps on the "dirt cheap" idea rather than healthful location, beautiful scenery, natural advantages and fine environment.

THE advertiser who uses a lot of typographical frills, curlicues, gewgaws and jimcracks detracts from instead of adding to the boldness and readability of his ads.

DON'T scold competitors because they are getting lots of business. Study to improve your advertising and your methods and thereby divert more business to your own direction.

THE first duty of the adwriter is to so present his facts that the reader will want to buy some of the advertised goods. Results, not remarks, make the adwriter's services valuable.

WHERE there is honey there are sure to be bees. The retail store that is foremost in little attentions to women and in little extra inducements to them is the store that gets greatest returns from its advertising.

WRITING the advertisement is not all, although it is much. When written it must be placed where the right sort of people will see it and read it. The right medium is the button which pressed "will do the rest."

MAKE your story complete, even if you have to make it long in order to do so.

It is a difficult matter to succeed in business, unless one has an ambition to succeed.

EACH and every advertising success is built on a foundation of truth and honesty.

THE future of any business is made or marred by the character of each day's advertising.

SUCCESS breeds success. The ads that exhale the spirit of success are the ads that pave the way to success.

HARMONY in all branches and departments of a business is essential in getting the best results out of the advertising of that business.

A GOOD many magazine ads afford a thoroughly convincing object lesson of the wisdom of giving attention to devising strong display.

ANY young man who wants to learn how to successfully advertise will do well to minimize on wondering and theorizing and get down to work and training.

PUBLISHERS who charge extra for breaking column rules are putting an unjust tax on advertisers who use big spaces and serve as object lessons to attract business from less pretentious firms.

GOOD example is infectious. Any newspaper can well afford to aid its advertisers in making their ads more attractive. Better advertising means a larger number of advertisers and more profit to the newspaper.

THE value of the past lies in its memories. The mistakes should be recalled in order to guard against this repetition; the successes, in order to improve upon them. But the business man who thinks that the advertisements of yesterday are ample for the business of to-morrow, is as the farmer who thinks that the sowing of the past year is ample for the harvest of the coming season.

THE ad that stimulates curiosity is the ad that will stir up the greatest amount of trade.

PATIENCE is a supreme virtue in business. The advertiser must exercise it in waiting for business and the salesman must practice it when dealing with customers.

THE *quid pro quo* is a law of legitimate business. The advertiser must recognize and live up to this law. He must make good every promise and stand by every pledge that he makes.

A PORTFOLIO of facsimile sketches from the Robert Graves Co., New York, shows designs of hand-printed wall-paper, dados and friezes, with their application in treating homes, smoking dens, club houses, banks, offices and other apartments. These sketches are beautifully printed in colors, and must be valuable advertising matter for such a high-class proposition.

GOVERNMENT chemists are about to investigate the composition of pre-digested foods for infants and invalids, according to the *Saturday Evening Post*. The purity of most of them is not seriously suspected, but it is desired to know exactly what they contain and how wholesome they are. An acid may be employed to accomplish the artificial digestion of the starch in a product of the sort, and when such is the case it is worth while to ascertain whether any of the acid, or enough to be injurious, remains in the substance as sold. Again, protein is predigested by a ferment. The question is just how the material treated is modified by the ferment used, and whether its wholesomeness is lessened by the process. And finally, it is worth while to inquire whether the nutritive properties of the ingredients have been diminished by the methods of manufacture. The results will be highly appreciated by physicians and mothers, it is thought, and will be published a few months hence, with names of products and manufacturers.

MR. F. A. PARTENHEIMER of Purina Mills fame has joined forces with the Myers Advertising Agency of Rochester, N. Y.

THE preparation of copy requires individual thought and research in each particular case. Common sense is the first essential, and this is exercised by employing plain, straightforward statements.

"YOUNG man, make your name worth something. If you can sell a hat for \$1 you can sell it for \$2 if you stamp it with your name and make the public feel that your name stands for something."—*Andrew Carnegie.*

WITH quality and the dealer's co-operation advertising has two valuable auxiliaries. Without them it has two counter forces to work against, and can hardly succeed—success will be, in fact, contrary to known principles.

THE *Virginian-Pilot* of Norfolk, Va. broke ground last week for its new building which is under contract for completion by October 1st. The building will be a fire-proof structure of four stories including the basement, and will be devoted entirely to the use of the newspaper.

THE diction of the advertising story should be clear and easily understood. Force is gained by ridding the advertisement of everything that will not count for a clearer comprehension of the subject in hand. Clearness and continuity of argument are to be desired. Accurate descriptions of the advertised product, briskly and tersely written, will do more than fulsome praise of glowing self-approbation for any line of honest business. Pictures should be clear-cut and bold in drawing and outline. Unessential details should be ruthlessly cut out. Use white space liberally. It often counts for more than printer's ink. Good type display is always essential, with a decided preference for those ads that are set in the latest productions of the type foundry.

A LABEL on a line of really high-grade goods quickly becomes known and respected for itself.

REGARDING the Roll of Honor, Mr. Albert J. Borie, manager of the New York *Clipper* has said:

Backed as it is by PRINTERS' INK and by Mr. George P. Rowell, it appealed to me irresistibly. But I determined not to be swayed by sentiment alone. So I examined closely into the merits of the matter. As a result, I promptly and unequivocally subscribed. I have had no reason to regret my decision. On the contrary, I congratulate myself on having taken that course.

NEWS is the thing demanded of a paper, and the one that serves the most and best sells in largest numbers. The true basis for determining the advertising values of a community's newspapers, therefore—excepting the half-dozen largest cities—is the actual number of copies printed, and presumably read. The character lines that usually make metropolitan papers valuable, irrespective of quantity of circulation, are not distinct in smaller cities.

A CLERK behind the counter may not be able to initiate large transactions; he may not have great brain power; and he may be one of Abraham Lincoln's so-called "common folks" whom the Lord must like because he made so many of them, but—whatever he is—he must possess *savoir faire*, he must know either by instinct or instruction that the people he has to deal with must be pleased and must exemplify the fact (whether he realizes it or not) that politeness is a very important business asset.

THERE is a distinct connection between classified and display advertising. A paper known as a want ad medium is usually a favorite with local advertisers, and secures as much general business as any of its competitors. Sometimes advertisers make a practice of selecting mediums by their want ad patronage. This is becoming so well known among publishers that the number of lines of classified advertising carried during a given period is considered almost as good an argument as a statement of circulation.

THE chief value of the business periodical is its continuity.

COUNTRY merchants are often heard to complain of the ruthless competition of the large mail-order houses. If the country merchant would advertise, comparatively, as much as do the mail-order houses he might have no further cause for complaint.

KOREA has no trademark registry law, but protects trademarks in a unique way. The agent of the British and American Tobacco Company recently visited the American consul at Seoul, Korea, and asked to have the company's trademarks registered in that country. The consul succeeded in having an imperial proclamation issued, forbidding the counterfeiting of the labels of this company and the use of its boxes for containing spurious goods.

CALIFORNIA real estate, in the form of town lots, farms and ranches, is being extensively advertised in the East this winter. Among the advertisers in this field reported by *Pacific Coast Advertising* are Folsom Bros., San Diego; G. W. Pratt, Lompoc; Watkins & Co., Hemet, and W. E. Barnard, Oakland, all in California. Real estate in the Northwest is being exploited by Robert P. Maynard, Seattle, Wash., and the Dunn-Lawrence Co., Portland, Ore.

PUBLISHERS of school books in this country will find an opening for their publication in New South Wales, according to Consul Goding, at Newcastle, that colony. Owing to new educational regulations, there is a demand for modern text books. As there is a decided leaning toward American educational ideas and books, publishers might develop business by sending samples to teachers' libraries and schools of art, which have departments for such samples. Information can be had by addressing the Technical College, Teachers' Library and secretary School of Arts, Newcastle, New South Wales.

SUCCESSFUL adwriting is not the result of mental gymnastics, genius, smartness, nor a theoretical view of advertising as a whole, but its first and foremost requisite is common sense.

THE OHIO NEWS LEAGUE.

The News League of Ohio is the name of the latest newspaper combination. Mr. James M. Cox, publisher and owner of the Dayton *Daily News*, has purchased the Springfield, O., *Press-Republic* for \$50,000 from the company of which W. W. Miller was president and general manager. Mr. Cox has also purchased from J. C. Ochiltree, the plant of the Dayton *Press*, which paper suspended publication a few weeks ago.

The *Press-Republic* and the Dayton *News* will be syndicated as the News League, after the style of the Star League of Indiana. The plan, it is believed, will strengthen both papers and simplify matters in one of the richest fields in the middle west for foreign advertisers. The same representation in the Chicago and New York advertising fields, will serve both papers. The same plan will operate, too, in the special news service.

Mr. Cox will personally manage both newspapers. A modern engraving and art department will be installed, and some of the best newspaper talent in the United States will be employed.

Mr. Cox says of his purchases: "I have long been impressed with the newspaper possibilities of the Springfield field. It is a city of 50,000 population, and is surrounded by as rich a country as Dayton is. The advertising situation there is one of the most active in the country. The stores are large, and operated in most aggressive and enterprising manner. They are heavy users of advertising space.

"It is my belief that the *Daily News* and the *Press-Republic*, with a newspaper supremacy in a field of 500,000 population, will make one of the most attractive propositions in the United States."

THE Little Schoolmaster congratulates Wood, Putnam & Wood, advertising agents of Boston, Mass., upon their recently sent out four page folder about their business facilities, and the compilation of facts and mediums in Eastern Massachusetts and the representative list of daily newspapers in New England. In value and creative possibilities their business literature is on a par perhaps with the admirable advertisements of the Lord & Thomas Agency of Chicago, advertising agents, who can prepare first class copy for their own business, are quite likely the ones to be called upon to prepare it for others.

NEW MANAGER OF THE A. N. P. A.

The directors of the American Newspaper Publishers' Association have appointed Lincoln B. Palmer assistant secretary of the association, and manager of the New York office. Several weeks previous to this appointment Herbert F. Gunnison of the Brooklyn *Eagle* had been elected secretary, to succeed William Cullen Bryant, deceased.

Mr. Palmer is thirty-nine years old, and has a wide acquaintance among newspaper men, acquired while he was advertising manager of the *Commercial Advertiser* and, after the change in name, of the *Globe*. He is a graduate of the Columbia University Law School, and practiced his profession several years before entering the newspaper field.

EDITOR AND THE ADVERTISER.

By Emerson P. Harris.

It rests with the editor to put his paper on the right footing with the reader. To make it a trusted councillor or a distrusted gossip. The frame of mind into which the reader is put by the editor is of much importance to the advertiser. Yellow, sensational, exaggerated matter puts the reader on the defensive and he reads the advertising in the same suspicious mood.

If the subject matter and the general tone of the paper put the reader into this critical afraid-of-being-fooled humor, what is numerical circulation worth?

The essence of advertising force is confidence. Whatever puts the reader into the trustful mood enhances the value of a medium.

Reading matter should be so arranged and labeled as to enable the reader at the least possible outlay of time to find what he wants, and to skip what he does not want. The absence of headings, meaningless headings and faulty arrangement of matter whereby the reader is caused to waste much time, directly impair the value of a publication as an advertising medium. This in two ways: The reader is wearied before he reaches the advertising matter and gives it far less attention than he would if the reading matter had served to stimulate instead of to vex him. Again, the net satisfaction obtained from the paper in proportion to time devoted is so reduced that he does not seek the paper again. Headless editorials are a nuisance. Subheads in long articles are a blessing to the busy.

The lifeless editor makes a lifeless reader. Dead people don't read advertisements nor act upon their own initiative. The editor who constantly stirs the reader to be something, do something, have something, produces the appetite in the reader which means for the advertiser "something doing."

There are mediums and mediums.

THERE is a well-defined demand for pictures of school children and school life. The magazines are full of them. The school children promise to take the place of the "American girl" picture, which has really gone to seed. A little booklet from Enoch Morgan's Sons, New York, called "The District School of Spotless Town," falls in with this new liking of the public's, and with a great deal of entertaining matter for children combines some Sapolio axioms. It is designed for general distribution.

THIS is an age of combinations, but the small man can still compete. The small advertiser is in evidence, not only in the process of growing into a large advertiser, but as a constant user of a half inch to two inches of space year in and year out. By the persistent use of small spaces some advertisers have built up profitable concerns, while some of the wealthy firms using page spaces have come and gone and been forgotten. *Continuity* is still one of the greatest factors in advertising. The use of a trademark or permanent illustration forms the basis of many successful campaigns.

SOME of the follow-up pieces of advertising literature used by John Wanamaker of New York City in aid of the Century Dictionary are decidedly interesting. One of these is a booklet without cover of eight pages, four by six inches in size and is called "Questions and Answers." It is devoted to answering nine questions frequently asked in regard to the Century Dictionary. To indicate the trend, the first one is: "Would not a combination of a good encyclopedia, a good dictionary and a good atlas, be as good as The Century?" and the second: "Is The Century superior to other encyclopedias?" which gives a list of the works resorted to by the people in a contest in which a special prize of \$500 was offered to any person who could answer successfully 90 per cent (135 of 150) of the same 150 questions without the aid of the Century Dictionary and Encyclopedia and Atlas, but using instead of it any ten other works of reference—a prize that was not won, though thousands tried. These are two of the nine animate questions that are answered. Another interesting sheet nine and one half inches wide by twelve and three quarters inches long pictures the Dictionary on one side, while on the other it gives a list of 63 business or professional vocations in which it will be found available, using an inch and a half wide border picturing sixteen of these people at work, telling us that

"unlike all other works of reference, in its plan, in its construction and in its practical usability, this work is the greatest of time-savers and the one best short cut to knowledge." A most excellent piece of advertising literature inclosed with the others is a sixteen page booklet of the size and paper of the great dictionary itself, in which is shown the care taken to secure accuracy, of putting knowledge in such form that one can most readily secure what one desires without reading long articles, and so simply and plainly that even a bright schoolboy can understand it, and so near to date that the death of ex-Senator Quay and of the recent Pope are already therein.

"THE Woman Who Spends" is an interesting book by Bertha June Richardson, dealing with the science of spending an income and conducting a household on true economic lines. Whitcomb & Barrows, Boston, are the publishers, and the volume is noteworthy in that it deals with the value of advertising in such expenditures. The author says:

Just about one-half of our magazines today are filled up with advertisements, and two-thirds of these are for women's wares. This is natural because women have more leisure to read and are more open to suggestion because of this very leisure. The cheaper the magazine, the more advertisements there are for women. This influence has its legitimate place in the business world, for it is through the acceptance of suggestions and the wise adaptation of them that the world progresses. But the law of suggestion acts upon the mind, whether it be wise or unwise, empty of knowledge or full of understanding. In this lies the danger. No one cares or dares to contemplate the number of things women buy as the result of a suggestive advertisement, which are of no use to them in any way, because the suggestion received found no background of knowledge against which to measure worth. The independent woman is sensitive to suggestion, but the suggestion received must submit to the test of her life's demands. Stronger than printing, because more convincing than a picture, is the influence of the shop window. There one sees the marvelous combination of bed, bookcase, dressing table and hat-rack actually worked by an attendant, who moves too rapidly for you to grasp the mechanism, but conviction follows. There one gazes into parlors, bed-rooms, bath-rooms, kitchens, and many suggestions are received and acted upon which are useful and helpful, many which are not. In these windows women see themselves as they resolve others shall see them, and to some it is a lesson well learned.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

ADVG Manager and Advertiser: 28. Experienced, energetic. Best references. "PROGRESSIVE," Printers' Ink.

WANTED TO BUY—Small newspaper in Western State (Illinois preferred). Address E. BLOOMBERG, 509 Walnut St., Philadelphia.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

AN EXPERIENCED and energetic Advertising Writer and Manager (age 25), now engaged, wants connection with good house, anywhere. Address "H. H.," Printers' Ink.

CONCERNING TYPE—A Cyclopedia of Every-day Information for the Non-Printer Advertising Man; get "typewrite"; 64 pp., 50c. postpaid; ag'ts wanted. A. C. CARELL, 150 Nassau St., N. Y.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

PUBLISHERS—We want advertising space for Blair's Fountain Pens and Fluid Pencils that will pay 5% profit on the business that it brings. Send copies and rates to BLAIR FOUNTAIN PEN CO., 163 Broadway, New York.

WANTED—An experienced advertising solicitor to represent a weekly textile publication. Must be able to show a record. Address, giving full particulars of age and experience, with references.

P. O. DRAWER 835, Charlotte, N. C.

BUSINESS WOMAN, 30 years of age, employed, wishes position in New York office where services of a person capable of filing and indexing large volume of correspondence would be appreciated. Has had five years' library training, and is thoroughly familiar with modern filing methods. Address, stating salary.

"FILE CLERK," care of Printers' Ink.

WANTED—An Opportunity,

by a young man, to prove to some firm that he is needed on its advertising staff. Most liberal collegiate and advertising training. Possesses forceful, business-bringing style. Address "ADVERTISING WRITER," care Printers' Ink.

WE ARE BRAIN BROKERS—We are under contract with many employers to supply men for high grade positions, but we have not enough right men to fill the opportunities now on our lists. If you are capable of filling an Executive, Clerical, Technical or Salesman position, paying from \$1,000 to \$5,000 a year, write for plan and booklet telling how we can market your ability. Offices in 12 cities. HAPGOODS (Inc.), Brain Brokers, Suite 511, 309 Broadway, New York.

\$5 TO \$10 A DAY made by conducting a MAIL-ORDER BUSINESS at home or office during spare hours. Small expense starts you. We furnish catalogues, stationery, advertising, etc., supplying merchandise as orders come in to you. Big profits and cash coming in daily. Fine line specialists and novelties. Grand opportunity for ad-men, printers, publishers—In fact, any one—to increase income. Catalogue and terms for stamp.

CHICAGO SPECIALTY CO. (Est. 1885), Chicago.

YOUNG COLLEGE MAN,

Employed as Ad Manager and Designer, wants chance in advertising department, in or near Boston. Work favorably criticised in PRINTERS' INK. "203," care Printers' Ink.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 1467 Temple Court, New York.

An Advertising Writer

with business experience and ability, and possessing the most liberal collegiate and advertising training, along with the native sincerity, best creative of forceful and convincing advertising style, desires a position at once with the right firm.

Address "ADVERTISING WRITER" care of Printers' Ink.

ADWRITER Wants Position

Experienced in advertising of large department store. Can also handle mail order, follow-up and general publicity. Employed at present.

"J. H. C." care Printers' Ink.

ADVERTISERS' TEXT BOOKS

Printing Technics,
\$1.00.

Proof-Reading,
75 cents.
Engraving,
75 cents.

All three with one order, \$3.00. Descriptive Circular free.
WILLARD PRESS, Brooklyn, N. Y.

COIN CARDS.

\$3 PER 1,000. Less for more any printing. THE COIN WRAPPER CO., Detroit, Mich.

1,000 for \$3. 10,000, \$20. Any printing. Acme Coin Molder Co., Ft. Madison, Ia.

PRESS CLIPPINGS.

SOUTHWEST Press Clipping Bureau, Topeka Kan., covers Kan., Mo., Ark., Tex., O. T. & I. T.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

RARE OPPORTUNITY.

\$2,000 BUYS the only newspaper in a prosperous village of 3,500 inhabitants, together with a complete jobbing plant. Failing health and a desire to close a partnership the reasons for offering this plant for less than one-half the purchase price. Must be sold before July 15. Address "D," care Printers' Ink.

SUMMER RESORTS.

OLD ORCHARD BEACH—The largest, most popular Summer resort in grand old Maine—the most magnificent beach on the Atlantic Coast. For cottages to let and for sale, address J. M. RYAN AGENCY, Old Orchard, Me.

MAILING MACHINES.

THE DICK MATCHLESS MAILER. Lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500. (C. O.). 253 Broadway, New York.

TIN BOXES.

IF you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Sanitol, Dr. Charles' Flesh Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

HOUSE-TO-HOUSE DISTRIBUTION.

MOLTON'S National House-to-House Distributing Service enables advertisers to place their printed matter into the homes of the people residing in the rural districts, covering thousands of small towns, villages and hamlets, which are seldom covered thoroughly by any other line of advertising. Service is guaranteed; results are sure to be satisfactory, especially during the warm months. Write now for particulars.

WILL A. MOLTON,
National Advertising Distributer,
412 St. Clair Street,
Cleveland, Ohio.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples free. SMITH PTF. CO., 812 Broadway, Toledo, Ohio.

BUSINESS OPPORTUNITIES.

I am not a factory manager and I have never been able to hire one—so I want to find a man who will put some of his money against my factory, and who will put his time inside managing it against my time outside securing orders for it.

The Hoke Process Sign Works make Big Steel Advertising Signs in quantities; they have been at it for years, and the Sam Hoke imprint has been displayed on more good signs and posters throughout America than any imprint bar none. The name of Sam Hoke is known by every advertiser who has ever contemplated display advertising.

Every manufacturer who makes anything that should be bought by man, woman or child is a possible buyer of Hoke Process Signs. Likely he is already buying something more expensive though not so good.

The Hoke Process prints with pure oil paints onto heavy sheet steel, wood, glass, paper, oil-cloth, or on any substance that can be painted by hand. It makes signs that last longer and look better than hand-made signs.

The Hoke Process Sign Works not only make signs, but they place them—on drug stores, groceries, dry goods stores, etc., etc., in cities and villages, and along railroads and trolleys—everywhere.

If you have \$5,000 and

the capacity to get work out of workmen, to buy materials, to watch collections and credits, to see that orders are finished at time contracted for, etc., there is a chance here for you to make that amount yearly, almost from the very start.

Factory is located in New York, but no objection to removing. Very little skilled labor needed, therefore any village with shipping facilities is as suitable.

Sam W. Hoke, Manager,

The Hoke Process Sign Works,
630 West 52d St. (N. R.), N. Y.

Advertising Writer Wanted.

Large and growing concern wants a man to write advertising. Must be a ready writer of forceful, interesting copy and capable of commanding a good salary for clever work. Letters will be received in confidence and specimen of work returned if sent with application. "Advertising Writer," care Printers' Ink, 10 Spruce St., New York.

CARD INDEX SUPPLIES.

THAT'S all we make. Our prices are right. Sample sets and prices upon request.
STANDARD INDEX CARD COMPANY.
Rittenhouse Bldg., Phila.

CEDAR CHESTS.

MOTH-PROOF Cedar Chests—Made of fragrant southern red cedar and absolutely proof against moths. Prices low. Send for booklet.
PIEDMONT FURNITURE CO., Statesville, N. C.

MISCELLANEOUS.

OUR AGENTS do make big profits, as every lady wants Handy Hat Fasteners. Manfd. and sold by us.

THE FAIR MFG. CO., 556 Fifth St., Racine, Wis.

Our catalog of Ladies' and Children's Specialties free.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 33d issue now ready; free.
S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

POST CARDS.

HALF TONES made from photographs of hotels, local views, business buildings, etc., suitable for printing on post cards. Also print post cards. Prices and samples furnished.
STANDARD, 61 Ann St., N. Y.

DISTRIBUTING

DISTRIBUTING estimate made free for any advertiser who is interested in securing an honest house-to-house distribution in the Southern States; same towns which we cover four times a year for the Peruna Drug Mfg. Co., which contract is now in its fifth year. Write CHAS. BERNARD, Savannah, Ga., or Tribune Building, Chicago.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates.
WALLACE & CO., 29 Murray St., New York. 1310 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

THE STANDARD AUTO ADDRESSER is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used errors impossible; operation simple. Correspondence solicited.

B. F. JOLINE & CO.,
123 Liberty St., New York.

ADVERTISEMENT CONSTRUCTORS.

FRED W. KENNEDY, 55 River Street, Chicago, writes advertising—your way—his way. Been at it 14 years.

ADVT. WRITING—nothing more.
Been at it 14 years.

JED SCARBORO,
557a Halsey St., Brooklyn, N. Y.

HAVE you under consideration any bit of advertising that would gain from being saturated with a distinct unusualness? I mean a "something" to be aimed at a class not "reachable" with ordinary "humdrum" things, and upon whom anything remotely suggesting "hot air" must not be tried? Are you making anything so extra good of its kind, that the proper telling of its story becomes a matter of really vital importance? If some reader of "Printers' Ink" (as seems probable), is now doing such "considering" it might pay him to write me.
No. 34, FRANCIS I. MAULE, 402 Sansom St., Phila.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

BOOKS.

PATENTS THAT PROTECT—72 p. book mailed free. R. S. & A. B. LACEY. Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

MODERN ADVERTISING.
CALKINS & HOLDEN
describe the theory of general advertising—how this theory is applied to various kinds of business; functions of the advertising manager, the advertising agent, and a digest of the various mediums used, such as newspapers, magazines, billboards, painted signs, street car cards, trade and class journals, as well as circular letters, mailing cards, folders, pamphlets, house organs and follow-up systems. It is the only book of this kind, and the first complete book written upon advertising. Sent, express paid, to any address for \$1.62.
D. APPLETON & CO.,
3 E. 14th Street, New York.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

"REAL ESTATE," Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

ADVERTISING MEDIA.

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

10 CENTS per inch, per thousand circulation "POULTRY ITEM," Fricks, Pa.

THE SUNDAY TIMES, Richmond, Me. Want ads 5 lines, 25c. each insertion. Copy free.

THE BEE, Danville, Va. Only evening paper in field. Average circ'n 2,354. Rates low.

ADVERTISERS' GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (©©). 253 Broadway, New York.

THE EVANGEL.

Scranton, Pa.

Thirteenth year; 20c. agent line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

THE next issue of the American Newspaper Directory will show that the average issue of the Troy (O.) RECORD in 1904 was 1,150. Average in 1903, 1,138.

LEARN SHOW WINDOW TRIMMING!—Full course of lessons for the country merchant in The Cincinnati Trade Review. Send 25 cents for one year's trial subscription. THE CINCINNATI TRADE REVIEW, Cincinnati, Ohio.

CRABTREE'S CHATTANOOGA PRESS, Chattanooga, Tenn., 50,000 circulation guaranteed, proven; 300,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

FOR SALE.

FOR SALE—8-point Simplex, good clean condition. Maybe seen running. Outfit. \$675.
"GATES," care of Printers' Ink.

NEWSPAPER FOR SALE—High-toned family paper, under same management thirty years. Owner wishes to retire from business. Splendid foundation on which to run up large circulation. "PUBLISHER," Box 1159, Boston.

FOR SALE—A well established and profitable mail-order business that will bear close investigation. Satisfactory reasons for selling will be given intending purchaser.
"O," care Printers' Ink.

A JOB OFFICE complete—three presses, wood type, other type, cases for same, all furniture; for sale until June 1st.
PAUL R. MCCracken, Trustee,
A smaller office if desired. Muskegon, Mich.

HALF-TONES.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.60.
 Delivered when cash accompanies the order.
 Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

PAPER.

B **BASSETT & SUTPHIN**,
 45 Beekman St., New York City.
 Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

ADVERTISING AGENCIES.

O' **GORMAN AGENCY**, 1 Madison Ave., N. Y.
 Medical journal advertising exclusively.

G **GOLDEN GATE ADVERTISING CO.**, 3400-3402
 Sixteenth St., San Francisco, Cal.

H. **W. KASTOR & SONS ADVERTISING COM-**
PANY, Laclede Building, St. Louis, Mo.

D **OREMUS & CO.**, Advertising Agents, 4 Broad
 St., N. Y. Private wires, Boston, Philadelphia, etc.

T **HE H. L. IRELAND ADVERTISING AGENCY**
 Handles but one business of a kind.
 925 Chestnut Street, Philadelphia.

C **URTIS-NEWHALL CO.** Established 1895. Los
 Angeles, California. U. S. A. Newspaper,
 magazine, trade paper advertising.

A **LBERT FRANK & CO.**, 25 Broad Street, N. Y.
 General Advertising Agents. Established
 1872. Chicago, Boston, Philadelphia. Advertis-
 ing of all kinds placed in every part of the world.

B **ARNHART AND SWASEY**, San Francisco—
 Largest agency west of Chicago; employ 60
 people; save advertisers by advising judiciously
 newspapers, billboards, walls, cars, distributing.

D **EVELOP** this advertising field. It is most
 inviting. We can advise as to mediums,
 and how to use them. Write us. **THE DES-**
BARATS ADVERTISING AGENCY, Ltd., Mon-
 treal.

ELECTROTYPERS.

W **E** make the electrotypes for **PRINTERS' INK**.
 We do the electrotyping for some of the
 largest advertisers in the country. Write us for
 prices. **WEBSTER, CRAWFORD & CALDER** 45
 Rose St., New York.

PRINTERS.

P **INTERS**. Write **R. CARLETON**, Omaha,
 Neb., for copyright lodge cut catalogue.

W **E** print catalogues, booklets, circulars, adv.
 matter—all kinds. Write for prices. **THE**
BLAIR Ptg. CO., 514 Main St., Cincinnati, O.

ADWRITING.

A **DWRITING**, original, up-to-date. All lines.
 Try me once. **O. O. BUCK**, Treynor, Iowa.

O **RIGINAL IDEAS** in Adwriting at reasonable
 rates. Special prices on yearly contract.
 Specialty: Booklets and Letter Heads.
G. GRIFFITH CLAPHAM,
 150 Nassau St., New York, Room 637.

PERIODICAL PUBLICITY.

H **ARDWARE DEALERS' MAGAZINE**. Circu-
 lation 17,500 (©). 253 Broadway, New York.

DESIGNERS AND ILLUSTRATORS.

D **ESIGNING**, illustrating, engraving, illum-
 inating, engraving, lithographing, art print-
 ing. **THE KINSLEY STUDIO**, 245 B'way, N. Y.

SUPPLIES.

W. **D. WILSON PRINTING INK CO.**, Limited,
 of 17 Spruce St., New York, sell more mag-
 azine cut inks than any other ink house in the
 trade.
 Special prices to cash buyers.

P **UBLISHERS**, Manufacturers, Paperhangers,
 Billposters—everybody that uses paste
 is learning the advantages of using Bernard's
 Cold Water Paste. Sample package by mail to
 any interested person. **BERNARD'S AGENCY**,
 Tribune Building, Chicago.

PUBLISHING BUSINESS OPPORTUNI-
TIES.

Y **OUNG MAN** with hustle
 Can buy a specialized class monthly
 At right price—\$8,000.
 Gross business about \$18,500.
 Netting about \$3,500.
 Should clear \$5,000 annually.
 Full information to responsible parties.
 Why not own a prosperous publication?
EMERSON F. HARRIS,
 253 Broadway, New York.

PRINTING.

P **RINTING** at reasonable prices. **MERIT**
PRESS, Bethlehem, Pa.

ADVERTISING NOVELTIES.

A **GENTS** wanted to sell ad novelties, 25¢ com.
 3 samples, 10c. **J. C. KENYON**, Owego, N. Y.

S **ALESMEN**—Advertising Novelties; earn \$100
 a week taking orders; no collecting.
SHELLONITE CO., Box 892, Manchester, N. H.

W **RITE** for sample and price new combination
 Kitchen Hook and Bill File. Keeps your ad
 before the housewife and business man. **T. J.**
WHITEHEAD & HOAG CO., Newark, N. J.
 Branches in all large cities.

C **olor Barometers**. The latest nov-
 elty. Can be
 mailed in 6¢ envelope, penny postage. \$35 per
 1,000, including imprint. Send 10c. for sample.
PINK & SON, 5th, above Chestnut, Philadelphia.

Advertising Manager Wanted

Leading Department Store requires the services of an up-to-date advertising writer. Must have ability to make the daily advertising newsy and bright, and be able to write good headlines. A desirable position for the man who can write real advertising. Address "Headline," care of Printers' Ink, N. Y. City.

Note Those Behind Us

MORE agate lines
of advertising than
carried by ANY
weekly paper.

WRITE FOR
RATES

PRINTERS' INK, April 26, 1905, gives the following list, headed "Advertising in Leading Monthly Magazines for April."

To this we have added our name to show the important position of

The Directory of the Bell Telephone Company of Philadelphia

among advertising mediums of the country.

It reaches 3,000,000 people—four States—and is consulted 100,000,000 times annually. Issued three times annually, 350,000 copies distributed.

Agate Lines	
Country Life in America.....	46,612
McClure's.....	43,456
Harper's Monthly.....	37,184
Review of Reviews.....	35,616
Munsey's.....	32,704
Everybody's.....	32,704
Scribner's.....	31,652
Business Man's Magazine.....	29,017
Century.....	28,672
Ladies' Home Journal.....	27,800
World's Work.....	23,744
Delicater.....	22,533
Leslie's Monthly.....	21,932
Good Housekeeping.....	21,952
Woman's Home Companion.....	20,800
Sunset Magazine.....	20,720

Philadelphia Bell Telephone Directory - 19,517

Cosmopolitan.....	19,040
Booklovers.....	18,816
Success.....	18,060
National Magazine.....	17,248
Red Book.....	17,024
Outing.....	16,924
Atlantic Monthly.....	16,800
Reader Magazine.....	16,576
Four-Track News.....	16,576
Harper's Bazar.....	15,680
Metropolitan.....	14,784
World To-Day.....	14,580
Lippincott's.....	14,112
Pearson's.....	14,000
Designer.....	13,555
Ladies' World.....	12,922
Ainslee's.....	12,922
Garden Magazine.....	12,672
New Idea Woman's Magazine.....	12,849
Men and Women.....	11,600
Strand.....	11,200
Bookman.....	11,200
Critic.....	10,936
Woman's Magazine.....	10,072
Housekeeper.....	9,674
Argosy.....	9,408
House Beautiful.....	9,096
Smart Set.....	8,960
Madame.....	7,448
Book News.....	6,272
Suburban Life.....	6,106
Black Cat.....	5,350
Brown Book.....	5,080
Twentieth Century Home.....	4,845
Benziger's Magazine.....	4,504
Gunter's Magazine.....	4,490
St. Nicholas.....	4,082
Chautauquan.....	4,032
Philistine.....	3,000

Bell Telephone Company
of Philadelphia

THE Springfield Republican

MASSACHUSETTS.

Testimony of Local Advertisers Who Know.

Charles E. Lynch, Clothier.

SPRINGFIELD, Mass., March 18, 1905.

I consider The Springfield Republican absolutely indispensable as an advertising medium; it is far-reaching owing to its large circulation. In my opinion, it stands to-day above other local papers. The quality of The Springfield Republican as a first-class newspaper is second to none in this country. I do not overestimate its worth by placing it on the same level as your New York Herald. When I say this I believe I voice the sentiments of the majority of the business men herabout. **CHARLES E. LYNCH.**

Meigs & Co., Clothiers.

SPRINGFIELD, Mass., March 21, 1905.

Am very glad to say a word in favor of The Springfield Republican. As an advertising medium, it is certainly one of the best in New England. We have used it for years and feel that we get good results from same. **MEIGS & CO.**

Geo. F. Quigley Co., Cloak House.

BOSTON, Mass., March 20, 1905.

We consider The Springfield Republican to be second to no paper in New England as an advertising medium; and as evidence of that fact, would state that our business with them has been constantly increasing during the last five years. **GEO. F. QUIGLEY CO.**

Haynes & Co., Clothiers.

SPRINGFIELD, Mass., March 18, 1905.

We consider The Springfield Republican a most excellent medium for the conservative advertiser, as it reaches a field of high-class readers. We have used it for over fifty years and have always considered it a factor in the upbuilding of our business. **HAYNES & CO.**

S. Levison, Millinery.

SPRINGFIELD, Mass., March 20, 1905.

Consider The Springfield Republican the best newspaper advertising medium in this vicinity. This paper goes to the best homes in this city and entire Connecticut valley. Its editorials are carefully read and discussed, and not scanned over like many others—hence it increases the value of any ad that may appear therein. **S. LEVISON.**

W. D. Kinsman Co., Dry Goods.

SPRINGFIELD, Mass., March 18, 1905.

We consider The Springfield Republican a good advertising medium. It is the best by far, and as good as any in New York or Boston. It is clean in every way, and only good, clean advertising can get any space in it. **W. D. KINSMAN & CO.**

Carter & Cooley, 322 Main Street.

SPRINGFIELD, Mass., April 10, 1905.

Our opinion briefly stated is that The Springfield Republican is the cleanest, best edited, and the handsomest paper printed in the State of Massachusetts; and as for advertising value, leads all others of the same circulation, and I should judge, many with double the circulation. **CARTER & COOLEY.**

Ludwig & Co., Pianos.

SPRINGFIELD, Mass., April 8, 1905.

We consider The Springfield Republican the best advertising medium in this city. **LUDWIG & CO.**

Edward H. Marsh, Advertising.

SPRINGFIELD, Mass., March 30, 1905.

We regard The Springfield Republican as the best advertising medium in Springfield; quite indispensable, in fact. It reaches the well-to-do families, not only of Springfield but all of the surrounding towns and cities of importance as far north as Brattleboro, Vermont, and as far west as Pittsfield. Its editorials, we believe, give added value to its advertising columns, and its excellent typography makes its announcements doubly attractive. **EDWARD H. MARSH.**

C. H. White & Co., 19 Harrison Avenue.

SPRINGFIELD, Mass., March 18, 1905.

Our business, which is decorative drapery and upholstery-makers in lace and fabrics for the adornment of homes, appeals to people of refinement and culture. We have experimented considerably and find we reach a larger circle of readers of this class through our advertisement in The Republican than through any other medium. **C. H. WHITE & CO.**

Forbes & Wallace.

SPRINGFIELD, Mass., March 18, 1905.

We are glad indeed to state that The Springfield Republican is, in our estimation, as valuable a means of getting new business as we know of. **FORBES & WALLACE.**

Scotch Woolen Mills Co., 331 Main St.

SPRINGFIELD, Mass., March 20, 1905.

We consider The Springfield Republican and the men who manage it very high-class in every respect. **SCOTCH WOOLEN MILLS CO.**

Flint & Brickett Co., Opp. Court Sq.

SPRINGFIELD, Mass., March 20, 1905.

The Springfield Republican is one of the best; reaches the best class of people; clean and honest in every way. **FLINT & BRICKETT CO.**

Foreign Representative,

CHARLES H. EDDY,

10 Spruce Street, - - - New York, N. Y.

VOGUE IN THE VAN

SEE PRINTERS' INK.

ADVERTISING FOR MARCH.

ADVERTISING IN LEADING WEEKLY MAGAZINES DURING MARCH.

Totals for March, 1905:	Cols.	Agate Lines
Vogue	267	46,030
Saturday Evening Post..	236	40,381
Literary Digest.....	253	33,325
Public Opinion.....	193	27,020
Town Topics.....	159	26,871
Scientific American.....	121	24,098
Christian Herald.....	137	23,634
Life.....	154	21,651

[From Printers' Ink, April 26, 1905.]

ADVERTISING FOR APRIL.

ADVERTISING IN LEADING WEEKLY MAGAZINES DURING APRIL, 1905.

Totals for April, 1905:	Cols.	Agate Lines
Vogue	383	59,929
Collier's.....	225	43,087
Saturday Evening Post...	217	37,016
Independent (pages).....	132	29,588
Literary Digest.....	186	25,647
Life.....	178	25,306
Outlook (pages).....	104	23,296
Public Opinion.....	155	21,700
Town Topics.....	114	19,101
Scientific American.....	87	17,323
Christian Herald.....	101	17,286
Leslie's Weekly.....	79	16,077
Illustrated Sporting News	71	12,268

[From Printers' Ink, May 3, 1905.]

VOGUE, 364 Fifth Avenue, New York City.

COUNTERFEITING

is one part of our business ; we imitate original type-written letters so closely they cannot be told from the original. That is the only kind worth using.

We furnish mailing lists of any class, anywhere, do addressing, mailing, and everything in the circular advertising line.

Our 60 page catalogue is valuable for your office. You could not buy the information in it for \$500.00 if you gave a direct order for it. It's free, with samples of letters, envelopes, etc., also our booklet, "Experience Teaches."

We have been in this business 21 years, and occupy 27 rooms on one floor.

TRADE CIRCULAR ADDRESSING CO.,

125 S. Clark Street,

Chicago, Ill.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE. FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The character of the illustration in the advertisement marked No. 1 is such that neither a good view of the inevitable young woman or of the article advertised is offered. The lady, the freezer and the cream all seem to run together, and the lettering on the drawing serves to make it still more complicated. The method of treatment in the illustration marked No. 2 takes the identical elements

may be fairly good in one company and look very poor in another. Hence, the advertiser, if he is going into fine company,



Freezes two flavors of ice cream, or two ices, or sherbet and ice cream at same time.

Think of it, two different frozen desserts made in one freezer at the same time! Suppose you and your husband are of different preference for ice cream, ices, sherbet or custards — each can be suited.

Freezing less tiresome than with ordinary freezer. No crank to turn; simply rock a lever to and fro.

The American Twin is the latest product of the makers of the Gem, Blizzard and Lightning Freezers and embraces their distinctive features: Pails with electric welded wire hoops that cannot fall off; drawn steel can bottom that will not fall out; and automatic scrapers.

Booklet of Frozen Sweets by prominent cooking authority, free.

NORTH BROS. MFG. CO., PHILADELPHIA

No. 1

or factors of the original advertisement, and handles them in a way which results in clearness and distinctness instead of confusion.

* * *

An advertisement should be judged by its own individual merits—there is no other fair way to consider it. At the same time the advertiser must take into consideration the character of the matter which will surround his advertising. An advertisement



No. 2

must clothe his advertisements accordingly. The Globe Engraving and Electrotyping advertisement reproduced here occupied half a page in the May issue of *The*

Designs for all purposes

Engraving by all Methods

GLOBE ELECTROTYPING CO.

GLOBE ENGRAVING & CO.
407-427 Dearborn Street, CHICAGO.

Largest Electrotype Plant on Earth.

GEO. H. BENEDICT & CO. ENGRAVERS


Samples and Estimates on Request

Printing Art. This publication may fairly be called exquisite, and this old-fashioned advertisement seems strangely out of place

among the handsome typographical effects, beautiful color work, and the many artistic inserts by which it is surrounded. Not much in favor of this advertisement could be said under any circumstances, but it seems too bad that it should mar the pages of *The Printing Art*. It seems improbable that such an advertisement could do the advertiser any good—it seems far more likely that it would do him positive harm. Comparisons are particularly odious in instances of this kind, and if a concern is going to advertise at all it is plainly the best kind of economy to spend enough money to make a good impression, instead of a poor or indifferent one.

There is nothing particularly remarkable about this Ideal Bed

**The Coolest Bed
For Summer**



Sweet sleep all summer is yours if you rest on a **FOSTER IDEAL OR FOUR HUNDRED SPRING BED**. The open construction of the double-deck spring permits a free circulation of cooling fresh air. The strong, yet supple springs are so placed as to conform perfectly to every curve of the body, yielding luxurious ease, yet never sag, returning instantly to original level when you move or arise. Upper tier bears all the weight of light persons. Cross-strips of steel distribute the weight of heavy persons throughout lower tier. Write today for free booklet, "Wide-awake Facts About Sleep," and dealer's name, with catalog of Foster Safety Cribes, Iron Beds, etc.

Look for
IDEAL
Trade Mark.

FOSTER BROS. MFG. CO.
28 Broad Street, Utica, N. Y.
1438 E. 14th St., St. Louis, Mo.

Idea

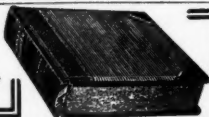
advertisement, but it is certainly good. It occupied a quarter page in the current magazines. The man who is responsible for it undoubtedly was seeking a plain, clear and simple effect that would catch the eye and be interesting enough to tempt people to read the advertisement. If this was his idea it has certainly succeeded. Perhaps the introduction of a little more contrast would make

this ad still better, but it is very good as it is.

The two ledger advertisements shown herewith faced each other on opposite pages of *System*, for May. The Mann advertisement occupied half a page and the Razall advertisement a full page.

The Mann Ledger

Interchangeable Leaves



The Mann Ledger is easy to manipulate, has strength to stand usage, and is bound from end to end with leather, has the appearance of a blank book. It has a positive record mechanism and is operated by the turning of a key. Our Standard Post Voucher Binder has never before offered, and our Current Binder Series is a valuable addition to the ledger outfit. **1917—MORE CREDIT—MORE "BRIGHT IDEAS."**

Sent for Catalogue

WILLIAM MANN COMPANY

Blank Book Makers, Stationers, Printers and Lithographers. Manufacturers of Copying Books and Paged and Loose Leaf Binders.
2401 Madison Lane, New York. 229 Market St., Philadelphia, Pa.

It is very doubtful whether the Razall advertisement is worth twice the price of the other. In fact, it is possible to raise a reasonable doubt as to whether it is worth as much. The Mann advertisement presents a very neat

Razall LOOSE LEAF LEDGER
STANDARD OUTFIT SHIPPED ON APPROVAL



The Hub of the Modern Office

Every business concern revolves around its accounting department. Here the managing, buying and selling units meet for settlement.

Here books are distributed. A week's financial record of accounting, supported by detailed and accurate entries, is done in the Razall system of its loose leaf ledger. An exact accounting system will show the exact picture out of you.

Build your accounting system around the Razall Loose Leaf Ledger. No clerical or clerical, no time lost recording for standard accounts. Every account comes for recording when using a Razall. The work is done in half the time or half the expense required by the old methods. Bills and statements can be taken with no extra work.

\$12.25 The Razall Loose Leaf Ledger, consisting of Ledger, Transfer Ledger, Add for our booklet "Household Accounting" sent free for the asking. It will tell you how easily our system can be adapted to your business. Ask for catalog, "R.L."

The H. G. Razall Mfg. Co.
461-463 E. Water Street
Madison, Wisconsin
CHAS. F. DAYTON
801 W. 10th Street, Minn.

appearance and what is more, showed in the original a big, fine-looking picture of the article advertised—a really tempting looking book that any man would feel as if he would like to get hold of and fondle. The Razall advertisement makes a feature of the

idea that the ledger is the hub of the modern office, and in carrying out this idea it shows four little office scenes, none of which means anything in particular or is of practical benefit to the advertisement. It would be interesting to know which of these two advertisements brought the most results. Another thing to be considered, so far as results are concerned, is the fact that the Mann advertisement describes the individual characteristics of the book—tells how it is made and why it is a good book to use. The most of the Razall copy is devoted to rarefied atmosphere carrying out the hub idea but having nothing to do with the ledger advertised. This is a frequent fault of advertisements containing what the advertiser would probably call an "original idea." The man who writes the copy gets so excited about carrying out the idea of the illustration that he forgets to adequately describe the merits of the article advertised.

A NEAT style folder for distribution through retailers is issued by the Pingree Shoe Co., Detroit, Mich.

NOTES.

A MONTHLY called *The Red Funnel*, on the lines of the *Four Track News*, but devoted to steamship travel in the South Pacific, is to be launched by the Union Steamship Company of New Zealand.

A WHOLESALE folder showing seasonable hats, from J. S. Shields & Co., 596 Broadway, New York, has a convenient post card for ordering a lot on approval. A good piece of literature for retailers.

A PAPER upon the esthetics of music and the advantages offered for the serious study of the best compositions with the aid of the Cecilian Piano Payer, delivered by Mrs. May Wright Sewall, Indianapolis, has been made into a neat brochure by the Farrand Organ Company, Detroit.

AN excellent little technical journal on photography is the *Photo Critic*, published by the Rotograph Company, 771 East 164th street, New York, in connection with its business in photographic papers and accessories. Its articles on photographic chemistry are especially commendable.

S. BOWEN'S SON, Philadelphia, maker of Pecora Dresden China Enamel, advertises his product in a booklet entitled "Living in a White House" in which the usual order of printing is reversed, the text being in white on a black ground. The effect is striking but somewhat trying to the eyes.

ALWAYS ON THE JUMP.

The printing ink houses throughout the country seem to be complaining about dullness of trade, but strange to relate, I have not felt it as yet. During the month of April, I received and filled eight hundred and fifty orders, averaging thirty-four for each working day. They covered an area reaching from Maine to California, and twenty-five of them were from concerns that have never used my inks heretofore. Taking it all in all, my record of sales for April is not such a slow month's work, considering that I employ no travelers, operate no branch houses, and fill no orders unless accompanied by the cash. When my goods are not found up to the standard, I refund the money without any argument. Send for my price list and compare it with what you are charged for inks on credit. Address,

PRINTERS INK JONSON,

17 Spruce Street,

New York.

THE RETAILER—HIS PROBLEMS.

One of the best advertised drug stores in Greater New York is that of Bendiner & Schlesinger, at Tenth street and Third avenue. If a drug store so thoroughly lost in the mass of New York's retail business can be made conspicuous through advertising, there is very little excuse for any retailer anywhere to put forward the worn plea about advertising being beyond his means. Bendiner & Schlesinger's stands in the midst of cheap retail stores, within a short distance of the wholesale district on one hand and the foreign quarters on the other. Tides of people surge by its doors morning and night, but few of these come in to buy, for the tides are made up of workers in the big clothing shops on Broadway, speaking a foreign tongue and buying where they live, often from push-carts. There isn't any promising clientele within sight of this drug store in any direction. Yet it has a highly profitable trade, and of a high class, being particularly favored by doctors.

* * *

Advertising did it, coupled with the keenest intuition on the part of the proprietor of what the store and its service should be. The stock is complete, from crude drugs to surgical instruments. The soda fountain is managed like a separate business, a specialty is made of toilet goods and sundries, and the prescription department is a veritable laboratory, with its workers as rigidly separated from the merchandising departments as though they were studying problems in radio-activity. It's a good drug store in an indifferent location, and the prices are right. That's the foundation.

* * *

The advertising began fifteen years ago with slips in packages, and has grown along this line. Newspaper advertising has never been practicable. Booklets are sent out from time to time, describing the store's facilities for prescription work. They go to

people who want the best—dwellers in good flat and apartment houses, and in the suburbs. The former are reached by copying names from mail boxes in apartment houses, the work being done by boys. Then literature is sent by mail, avoiding the disagreeable impression made by the stuffed mail box the distributor leaves behind him. Suburban names are secured through lists and telephone directories. The Elite Directory is another source of desirable names, and another list is made up of doctors. Still another comes from the store's charge customers. Booklets are sent out in editions of 20,000 sometimes. The mails offer the cheapest and most dignified medium for advertising a retail proposition in cities, the proprietor believes. While the store is in an unfavorable location, it is central to all the lines of street-car travel merging at Cooper Institute, as well as to Broadway. The point made in all advertising matter is that the reader will find it worth while to go a few squares out of the way to get the best. A large mail-order trade has been built up among people living around New York, and an excellent delivery system by messenger, day or night, is at the convenience of New Yorkers.

* * *

Within a radius of ten blocks to the north of this drug store are dozens of hotels, restaurants and other public places. These are reached by means of advertising novelties adapted to their character and needs. Cakes of soap with an advertisement in the center have proved profitable as general publicity in hotel wash-rooms. Pocket court-plaster outfits containing really good plaster instead of the makeshift common to such trinkets have also been distributed among guests with good results. Hair and clothes brushes, with an advertisement permanently burned into the backs, are sold at the store at a trifle for their advertising value. The store is also unique in that nothing but clean money is given out in change, worn and dirty

currency being returned to the bank for redemption. A large clock hung from the second story, so that it may be seen from every side, is a simple means of making the corner distinctive.

* * *

G. D. Snyder, a retail shoe dealer in Bluffton, Ind., has a method of advertising in the county about that town which appears to be original with him. To every farmer and resident in the county has been furnished a neat sign-board lettered with his own name and the distance from his house to the nearest town or village. These were suggested by the public's appreciation of the names lettered on rural free delivery boxes, and are put up at front gates on country roads, enabling anyone driving along to tell at a glance who lives within. The signs also bear a small ad, as follows:

JOHN H. JOHNSON,
Bluffton 3 miles.
Snyder for Shoes.

Several hundred of these signs have been distributed, and Mr. Snyder also has mile-posts at every crossroads in the county, giving the distance to his store and to important towns in the vicinity. These mile-posts are so great a convenience that the county authorities have never bought any others.

* * *

Many people are moving in the cities. But a little while gone it was spring, and many more moved. The time to make friends with people when they move your way is to let them know you're in business in the neighborhood. After they've moved, its your move. Get the addresses from the landlords or real estate agencies if you can, or let the delivery boys quietly pick up the names and street numbers of the newcomers. Then write a personal note and tell them that you're in business, and what your policy is, and what you have to offer in the way of service and goods. Mention something seasonable for that day or week and send out under two-cent postage, with a bit of printed matter bear-

ing the telephone number and your firm name. This note can be typewritten at small cost, and if properly worded will not fail of being a profitable piece of publicity in proportion to its circulation and cost.

NOTES.

"OVER the Great Divide in a Peerless Car" is a motor book of more than ordinary interest, issued by the Peerless Motor Car Co., Cleveland.

A COMPLETE statement of the growth of the Equitable Assurance Society, New York, in exquisite type dress and embossed covers, has been published to mark the recent twenty-fifth anniversary.

A FINE descriptive booklet covering resorts in Virginia and West Virginia comes from the Passenger Department of the Chesapeake & Ohio Railway, Washington, D. C. Both pictures and the full, conveniently arranged information are commendable.

AN exceptionally handsome booklet describing the route of the "Royal Blue Express" from New York to Washington, over the B. & O., has been issued for the meeting of the International Railway Congress in the latter city. Fine half-tone pictures are accompanied by running text in both English and French. It bears the imprint of the Matthews-Northrup Works, Buffalo.

BERG BROS., Philadelphia, have introduced at their store a new idea in "matinee sales," holding them once a week from one to six o'clock. These sales are events of the day in the week when women find it most convenient to shop, and occur at the most convenient hour of the day, in contradistinction to many department store sales that are designed to bring shoppers out at the dull hours, when they prefer to busy themselves at home.

WELL-KNOWN EXPRESSION ILLUSTRATED.



HARPING ON NOTHING.

BUSINESS AND STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Editor Business and Store Management, Printers' Ink Publishing Co., 10 Spruce St., New York.

THE HOLDEN MERCANTILE CO.,
Dealers in All Kinds of Merchandise.
HOLDEN, MO., May, 1905.

Editor Store Management:

DEAR SIR—I have read with much interest your article this week on "Business and Store Management," and I am pleased to note that you intend to publish articles of this kind oftener, and that you invite readers of this interesting little paper to ask questions, criticize, and offer plans for criticism.

I would like very much to have a knowledge of the way business is carried on in a large department store. That is, how the sales tickets are checked up, and what method they use in collecting; also what system of book-keeping seems to be in favor, and up-to-date short methods in general. If you don't think that this subject would interest enough of your readers to publish it, either in one issue or continued through several, perhaps you can refer me to some book that you know is good on this subject. Thanking you for any courtesy in this matter, and inclosing stamped envelope in case of reply,

I am, respectfully,
FRED. C. CONNER,
Care of Holden Merc. Co.

There are probably as many different methods of department store accounting as there are stores of that sort—all alike in the essentials but differing more or less in details. Probably no one of them would exactly meet the requirements of The Holden Mercantile Company without considerable modification, because the average department store, with anywhere from several hundred to several thousand employees, requires a more complicated system for the protection of its own and its customers' interests than should be necessary for even a large general store in a town the size of Holden, Mo., which, according to the American Newspaper Directory has a population of a little more than 2,000 and one weekly paper, the *Enterprise*, with a circulation which is not thought to exceed 1,000 copies. For such a store as I judge this to be, I believe that a system in use in a small department store with which I am acquainted here in the East would answer every purpose, and, through its simplicity, save a great deal of time and annoyance, that are inseparable

from a more elaborate system. The system to which I refer starts with a salesman's duplicating check book which is, or was at that time, manufactured by The Carter-Crume Co., of Niagara Falls, N. Y. There are about fifty original and fifty duplicate checks in each book, both numbered consecutively, with a card inside the front cover having spaces with corresponding numbers in which the amount of each sale is entered after being footed on the sales check, and a total footing made each night before the book is turned into the office, leaving out the amounts of charge sales, which are indicated simply by "chge." In the case of a sale where goods are delivered over the counter, the original sales slip only is sent to the office by the cash carrier system, with the money, and the duplicate is given to the customer or destroyed. Whenever goods are to be delivered, both the original and duplicate are sent to the office, and the duplicate is sent from there to the delivery department or order clerk, who puts up or checks off the goods already put up, according to the system of delivery in use, and this slip is delivered with the purchase. The duplicate copy is made by means of a carbon sheet, which falls into place for the next slip as each one is removed from the book. Both the original and duplicate checks bear the clerk's number, and as they are received at the office, the charge slips are placed on one file and the cash sale slips on another. The checks are removed from the cash sale file at the cashier's convenience, sorted according to clerk numbers, placed in numerical order, and the amount of each slip entered in a book under the corresponding clerk number. These are footed at the end of each day, the totals compared

with the totals on the cards in the salesmen's books, and any discrepancy or missing check immediately followed up. The charge slips are placed in the safe and sorted on the following morning, getting together the various charges to each customer from different clerks or departments, footing and carrying forward the totals from one slip to another, when there is more than one. The bill is made directly from these slips each day, starting with the first purchase for the month and adding further purchases as they are made, keeping all bills for the current month in a large collapsible, indexed file, where they can readily be found, and always having the bill for each month complete to and including the day before, except the footing. After billing, these slips are entered in a sales book, each on a single line—first the name, then, in different columns, the amounts to be credited to the several departments, and the total in the outer column. The total of each charge is posted in the ledger each day, and if a bill is called for at any time during the month, it is footed and compared with the ledger, credits taken off, if any, whether from the journal for goods returned, or from the cash book for cash payments; but in any event the books are posted, or easily may be, up to and including the entries of the previous day. The charges are copied but once, and then on the bill which is finally to go to the customer, the original charges being fastened together each day and filed away in a drawer with the other charges for the same month. Each column in the credit sales book is footed and carried to the corresponding column on the next page till the end of the month, when the totals are journalized and posted to the credit of their respective departments. The cash sales slips are also distributed according to departments by entering them under the various department heads, in addition to the columns bearing clerk numbers, which in the store referred to represented what was called the merchandise account and covered

everything not specifically included under the two or three other general department heads. For instance, all cash sales of clerk number ten were entered from his slips directly under his number, except those for the paint department or the drug department, and sales from those departments were recorded under those heads, with the clerk number at the right, so that his total cash sales for the day could be quickly determined and compared with the footings in his book. The same book and same style of check was used for both cash and credit transactions, but the charge slips were always marked "Chge.," and the cash slips always bore the amount received from the customer, whether the exact amount or a larger one. If a charge customer wished to pay for his purchases later in the same day, it was an easy matter to take his charge slip from the charge file, mark it "Paid" and transfer it to the cash sales file. Or if a customer wanted to pay his entire account at any time during the month a few minutes' search through the charge slips, for that day, enabled the bookkeeper to render a bill up to and including purchases just made, all purchases up to that day being already billed and posted. In addition to all this the total of any day's business could always be ascertained from the cash book and the credit sales book early on the following day. In fact, the total on the credit sales book showed at a glance the actual credit sales for the month or any portion of it, so that the manager could easily make comparisons at any time with any previous period and determine not only the condition of the business but just which departments were gaining or losing. This system may seem quite the reverse of simplicity, but it is not. It is remarkably free from annoyance and errors on the part of customers and clerks alike, and it certainly saves the time and simplifies the work of the bookkeeper.

* * *

This store also had what I have

always regarded as an admirable system for keeping track of invoices, from the time they came in until they were finally checked up and entered on the books. In the office were two wooden cases of sufficient length and width to accommodate a large bill. Inside these wooden cases were alphabetical indexes. In one of these files were placed all invoices as they came in, after being listed in a book formed of sheets of bill paper—first the date of receipt, then the date of the invoice, then the name of the concern the goods were bought from, and finally, the total amount. This list enabled the bookkeeper to tell very quickly whether any invoice down on a statement had been received, even though the invoice in question was in the hands of the receiving clerk or any one of several persons who might have use for it. As invoices came in and before being placed in this file, they were stamped with a rubber stamp something like this:

Listed by
 Checked by
 Marked by
 Computations Exam'd by
 Entered by

The persons who performed these various duties were required to affix their initials on the proper lines as evidence that they were responsible for the work, even to the bookkeeper who finally took the bill from the second of the two office files, and, after seeing that the others had properly filled in the blanks, entered the bill to the credit of the manufacturer or jobber and placed his own initials at the bottom. This fixed the responsibility for the wrong marking of goods, for incorrect checking, and showed at once just whom to ask about anything which might be the subject of dispute, regarding that particular invoice.

THE five-year fight of Chicago bill-posters against the restrictive law passed by the council of that city in 1901 is outlined in a booklet from the Associated Billposters and Distributors of the United States and Canada, Tribune Building, Chicago. The sequel of the story is a recent decision of the Illinois Supreme Court, declaring the law unreasonable.

NOTES.

A NUMBER of the magazine ads of Studebaker vehicles which have appeared lately across two pages of leading monthlies are reproduced on fine paper in a booklet.

A BOOKLET about Steiff Pianos, from Chas. M. Steiff, Baltimore, contains some interesting letters, with a cat story that is also interesting, but rather detracts from the main purpose of the brochure.

Travel, the St. Louis monthly devoted to recreation, issues a special edition to mark the golden jubilee anniversary meeting of the American Association of General Passenger and Ticket Agents recently held in Pittsburgh.

A NEW idea in advertising electric current was lately put into effect successfully by the New York Edison Company. For two weeks an exhibition of cooking by electricity was held at 30 West 32d street, and attended by thousands of women who had been invited through the mails.

A BOOKLET about the city of St. John and the province of New Brunswick, Canada, has abundant information for the tourist and sportsman, with maps and pictures. It is published by the New Brunswick Tourist Association, an organization supported by contributions of business men expressly to advertise the province and city.

A FINE piece of advertising for an architect is a large portfolio-booklet in which is shown the proposed grouping of public buildings and gardens at the new Buffalo Union Station, with adjoining water front and excursion docks. This commission was executed by George Cary, architect, that city, and the views, plans and description are given double interest by comparison with representative effects of the same sort in Europe.

At the recent convention of the Proprietary Association of America, in New York, two resolutions were adopted, one asking that the present Cuban government regulation, which practically prohibits the sale of proprietary medicines, be abolished and the other agreeing not to advertise nor to sell goods in North Dakota. The law of that State bears hard on proprietary medicines. Officers were elected as follows: President, F. J. Cheney, Hall Chemical Co., Toledo, Ohio; first vice-president, J. N. Kennedy, E. C. De Witt & Co., Chicago, Ill.; second vice-president, G. Bessett, Wells & Richardson, Burlington, Vt.; secretary, C. G. Stone, New York representative Lambert Pharmaceutical Company, St. Louis, Mo.; and treasurer, Harry H. Good, Carter Medical Co., New York. Executive committee: O. C. Pickney, Himrod Manufacturing Company, New York; V. Mott Pierce, World's Dispensary, Buffalo, N. Y.; R. H. Stowell, J. C. Ayer Company, Lowell, Mass.; W. A. Talbot, Piso Company, Warren, Ohio; W. S. Douglass, Douglass Manufacturing Company, New York; and H. B. Foley, Foley & Co., Chicago.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

WHEATON-WALKER,
Bee Building, Omaha.
Editor Ready Made Department:

Inclosed find a series of eight optical advertisements, for reproduction in your Ready Made Advertisement space and criticism by you.

Would you say that too much copy had been used?

What, in your opinion, would be the probable pulling power of the copy?

What is your opinion of the illustrations—are they strong?

Thanking you in advance for your criticism, we remain,

Very truly yours,

WHEATON & WALKER,
Per. F. H. Walker.

I think they're all right—nicely balanced between cuts and type—no more picture than is necessary to get attention and indicate the nature of the ad—no more text than is required to tell the story in a convincing way. They're wholly different from the general run of optical ads, and better, as shown by the two here reproduced, which lose some of their effectiveness through the absence of the cuts. I can estimate their pulling power only in a general way—should say 100 per cent more than the copy ordinarily used for this line, space for space.

TEST YOUR EYES

You may think—how much better to know—that your vision is perfect.

The type in this advertisement should be easily read at 22 inches from the eye. If you cannot do so, you should wear spectacles.

If some of the arms in above figure appear more distinct than others, the presence of astigmatism is indicated. This defect can only be remedied by cylindrical lenses, carefully ground to meet individual requirements.

With our skilled opticians, modern methods and scientific apparatus, we are prepared to correct all ocular defects that may exist. If the test shows your eyes need help—see us right away.

HUTESON OPTICAL COMPANY,
213 S. 16th St., Paxton B'ock.
Omaha, Neb.

TAKE CARE OF YOUR EYES.

After light—darkness, loneliness, trouble for others, perhaps privation for them and you.

If your eyes trouble you have them examined at once. Then you'll know

whether to get glasses, or give your eyes a rest, or undergo treatment.

We supply glasses on y when needed. Lenses ground from the best crystal, to suit your individual requirements. Comfortable fitting frames selected to suit the shape of your nose and face. Frames—any style, many materials. Glasses \$1 up. We can certainly help you—consult your eyes—see us right away.

HUTESON OPTICAL COMPANY,
213 S. 16th St., Paxton B'ock,
Omaha, Neb.

Seasonable.

The Lawn Mower

This is a seasonable question. The lawns are getting near the trimming time. The lawn mower has laid away all winter and will need to be in shape to cut the grass evenly—and fast.

Write a postal card or telephone Schmid—2709.

We will call for and deliver your lawn mower promptly. Skilled work at moderate cost.

J. M. SCHMID & SON,
The Cutlery Store
313 Westminster Street,
Providence, R. I.

A Good Restaurant Ad. From the Philadelphia Evening Bulletin.

Here's Supper Ready for 30c.

Hot, delicious, tasty dishes for theater goers and late shoppers will be served from 4 until 7.30 p. m.

Only 30c. will introduce you to this tempting variety of first class suppers:

Roast Beef, Potatoes, Stewed Tomatoes, Dessert, Coffee; or

Boiled Halibut, Sauce Hollandaise, Potatoes, Coffee; or

Small Sirloin Steak, Potatoes; or

Fried Smelts, Tatar Sauce, Potatoes, Coffee.

Twenty other selections.

MOSEBACH'S

18 and 20 North Eighth St.
Philadelphia, Pa.

This One From the Franklin County Dairymen, Franklin, N. Y., Might Have Been a Bit Stronger if the Headline Had Read "Is 10 Cents Worth Saving on a Pound of Tea," but It Is Very Good as It Is.

Is 10c. Worth Saving?

We don't advocate the "penny wise, pound foolish" policy, but here's a different proposition:

We have a thirty-cent tea that is better than you've been paying forty for anywhere else. We believe this because so many tell us so—and our tea trade is on the jump.

If you would save ten cents and get better tea, ask for our thirty cent brand.

J. C. BUSH,
Franklin, N. Y.

Here's Another Line That Ought to be Advertised More and Better. From the Pittsburg Dispatch.

Delivery Wagons Our Own Make

In the building of delivery wagons, improvement has been added to improvement—betterment to betterment until we have in our "Pittsburg Special" a uniformity of excellence that can be found in no other wagon. Fully sixty per cent of all delivery wagons on Pittsburg streets were gotten from the

GERBER CARRIAGE CO.,
New Repository,
115 to 123 Seventh St.,
Pittsburg, Pa.

A "Different" Bank Ad.

Healthy Exercise

The most healthy exercise one can get is that of going to the bank often to deposit savings. It is helpful to the mind as well as the body as it makes the prospects of the future brighter.

This bank encourages deposits as small as \$1 and pays 4 per cent semi-annually.

Open an account with us and let us help you.

CITIZENS' SAVINGS &
TRUST CO.,
Iowa City, Ia.

From the Virginian Pilot, Norfolk, Va.

\$1.25 Negligee Shirts, \$1.00

On Sale Saturday.

No left overs, bad patterns or otherwise undesirable—but this season's garments every one of them.

Bright, fresh and the swellest lot of dollar and a quarter shirts we have ever shown.

Patterns are hair line stripes, neat dots, small figures and solid colors.

All sizes and all length of sleeves. Now is a good time to place your order for your Summer's supply.

E. D. CLEMENTS CO.,
Norfolk, Va.

Very Well, Hurrah! Also Banzai and Hoopla! But Why? And Wherefore the Honey in a Stove Ad?

Hurrah for J. B. A. Dore

Some say they keep the stove that sells; he says he keeps the stove that lasts and gives satisfaction. These sell also. The same applies to heating apparatus, plumbing, tinware and something sweet—honey.

J. B. A. DORE,
Buckingham, Quebec, Canada.

A Good Shoe Ad From the Quaker City.

A Problem

How big a stock have we with all sizes from 1 to 9, and all widths, A to E, in Women's Oxfords?

Not a single store in Philadelphia even attempts to carry a line like this.

In every style, we have all sizes in women's oxfords and shoes from size 9 down to the little size 1. We have these in all widths from double A to E, and in some styles double E.

The models are reduced proportionately to make the different sizes properly—we have no sympathy with guess work. This applies equally to our \$2, \$2.50, \$3, \$3.50 lines of women's oxfords and shoes.

P. T. HALLAHAN,
Crystal Corner,
Northwest Corner Eighth
and Filbert,
Philadelphia, Pa.

WALTER P. SHERMAN,
68 Bridge Street,
SPRINGFIELD, MASS.

Editor Ready Made Department:
Inclosed are some bakery ads from
the *Republican and Union* of this week.

Would be glad to have your
comments on them.

Mr. Streeter has been advertising
about six months and his business has
increased in a most gratifying way,
showing that the ads have accomplish-
ed results. Yours truly,

W. P. SHERMAN.

They're good—very good—as
shown by the two here reprinted;
and Mr. Streeter got the increase
of business which he had a right
to expect from this kind of copy.

But, if you can print a price on
doughnuts, why not on bread too?

BREAD BAKING

is hot work, and as the days grow
warmer wouldn't it be wise to drop it?

Don't think for a minute that you
can't get as good a thing as you make
at home.

Grandmother's Bread, the loaf that is
making the White Bakery famous, has
every quality of the best home cooking.

Hundreds of people use it every day
and you should see what quantities
we send out of town.

Do you think we could sell so much
if it wasn't all we claim? Ask your
grocer—he'll tell you.

STREETER'S WHITE BAKERY,
Tel. 246-4. 546 Main Street.
Springfield, Mass.

SOME SIDE LIGHTS ON DOUGHNUTS.

Don't judge them all by what you've
found in some places—fit for neither
man nor beast.

If offered one of ours and you
didn't know the author, you'd ask what
good home cook made it.

That's the difference in them.

Fresh eggs and milk—the same flour
and sugar you use at home, and flavor-
ed the way they should be.

Then cooked a rich brown in pure,
hot lard and carefully drained.

It pays to do things right.

12 cents a dozen.

STREETER'S WHITE BAKERY,
Tel. 246-4. 546 Main Street.
Springfield, Mass.

*The June Verse for the Jeweler Who
Advertises Birth Stones.*

June

Who comes with Summer to
this earth,
And owes to June her day
of birth,
With ring of Agate on her
hand
Can health, wealth and long
life command.

Good One for a Photographer.

Do You Realize That Babies Grow Old

That pictures offer the only
way by which you can re-
member them in their baby
and childhood days?

As a special inducement,
I will give a pretty souve-
nir with every dozen of
baby pictures.

The work you get here is
first class in every respect.
Let us please you.

JAS. LUSCOMBE,

Photographer,
No. 8 So. Dubuque St.,
Iowa City, Ia.

*A Timely but "Priceless" One From
the Pittsburg Dispatch.*

Tailor-made Outing Clothes Ready to Wear

For the Golf season we
have prepared a distinctively
new golf suit, made from
a selection of Outing cloths
and flannels that will appeal
strongly to men who desire
style and comfort in that
popular recreation.

A comprehensive line of
separate Flannel Trousers
included in this preparation.

Price is Always Right.

WILL PRICE,
Pittsburg, Pa.

*There Ought to be More of This Kind
of Advertising. From the Philadel-
phia Bulletin.*

Strath Haven Inn

Swarthmore, Penna.

Mr. Business Man:

Are you looking for a
pleasant Summer resort close
enough to Philadelphia to
which you can go every
evening and be with your
family? Strath Haven Inn
is the place; 20 minutes'
ride (express service) from
Broad Street Station.

Unsurpassed cuisine. The
finest water—from the fam-
ous Strath Haven Springs.

Bowling, Tennis, Driving,
Boating, Billiards, Croquet.

Write for booklet. Rooms
can be engaged any after-
noon after 2 p. m.

Flint River Store.
HENRY J. BRUTON.
Dealer in General Merchandise.
BAINBRIDGE, GA.

PRINTERS' INK, 10 Spruce St., New York City:

Please have the Little Schoolmaster criticise the inclosed booklet.

Printed on the largest job press in town, folded by hand. Gotten up by our manager, Mr. R. A. Lytle; in fact, outside of the typesetting, it is all his—he wants me to subscribe for PRINTERS' INK. How much per year.

Yours truly,

HENRY J. BRUTON.

Considering the difficulties under which it was made, the circular is very good; but the booklet form would have been much more convenient for this amount of matter and number of pages. Its principal strength lies in the fact that prices are quoted on a long list of grocery staples, many of which are branded or trademarked articles, the regular prices of which are generally known. This price list is livened up considerably by a sentence at the top of each page, such as: "It is not what you wear, but what you eat that makes you feel good;" "Buying in large quantities enables us to name low prices, as follows;" "A well fed man is always happy," etc. Then, on the back, there is a list of the other things usually handled by the large general store.

The price of PRINTERS' INK is now \$2 a year, or four years for \$5.

A Little Late for the Season, but It Offers a Hint for the Slack Time in the Coal Business Next Year, and is Worth Filing Away.

Plowing

is hard work. We don't mind it. It saves your back. We are horny-handed and accustomed to toil. And then it is such fun to see your surprised face, when you see how carefully and quickly we do it! Charges reasonable.

Ashes are unsightly and breed disease. Have them removed. We'll do it for you. The coal business is not so brisk in February. It gives us a breathing spell to attend to your ash piles and garden.

UNION COAL CO.,
63 White Street,
Danbury, Conn.

This is Something Like It—A Definite Proposition On Insurance—So Much for So Much.

Going Away This Summer?

If you are, don't close up your house without taking out Burglary Insurance to protect your silver and other valuables, for burglars are very active during the Summer months.

I will issue a \$1,000 policy for \$12.50, each additional thousand \$5.00; that covers theft by burglars, servants, etc.

Can you afford to be without it?

Let me show you a policy and explain it more fully.

H. E. STAFFORD,

Insurance,
1008 Banigan Building,
Providence, R. I.

A Fair Sample of the Very Convincing Copy That Hilborn Prints in the Newark, N. J., Evening News.

Honestly, Are Your Eyes in Safe Hands?

If eye troubles overtake you, there are three ways to seek help. 1st. The Physician. 2d. The Optical Specialist. 3d. The "Optical Clerk."

The physician treats diseases, if you have any. The optical specialist (if it's Hilborn) will send you to the physician if you need treatment, or make eyeglasses if they help. The "Optical Clerk" is hired to sell you eyeglasses—and he rarely cares a rap for anything else!

Which for you? Think it over!

Hilborn makes no charge for eye examination. Eyeglasses, if needed, \$1.00 up, according to lenses.

HILBORN, OPTICAL
SPECIALIST,

19 W. Park St.,
Newark, N. J.

PREFACE.*

In the early part of last fall the charge to bring out the present edition of Rowell's American Newspaper Directory came to me in a rather unexpected manner. It came to me partly as a consequence of some plain talk I made about the book to the owner and partly, I suspect, that he had more or less intended to teach me a thing or two, and perhaps to give me a chance to prove some of my arguments.

* * *

I had then already some definite ideas and convictions; I still have them, besides having added new ones.

I was glad I got the job, being allowed to start on the road which I deemed to be the right one.

* * *

On November 1, 1904, the Printers' Ink Publishing Company became owners and publishers of Printers' Ink and Rowell's American Newspaper Directory, and that day marked, in fact and truth, the independence of the two publications.

On November 10th of the same year I issued a circular letter to the publishers of the country apprising them of the above fact and of the intention to issue a newspaper directory solely upon its merits, absolutely independent, and separate from an advertising agency.

* * *

It was a somewhat bold idea, novel at any rate, and there were those who said it could not be done with any degree of success. It may be of interest to reprint part of that circular letter:

Rowell's American Newspaper Directory is, and has been of late, conducted absolutely independent and separate from any advertising agency. It is, and purports to be, a newspaper directory and nothing else. Newspapers buying it or advertising in it do so upon its merits, and not in the expectation of advertising favors to come to them in consideration of the purchase or advertising order. The book is sold for cash only, and whatever advertisements will appear are accepted on a cash basis and no other.

What is foremost in my mind to-day is the hope and belief that a newspaper directory conducted upon its merits alone, without deals, swaps or exchanges of any sort, may gain the undivided good-will and support of honest publishers. It was with a view of obtaining your active co-operation that I was prompted to address this communication to you.

As the manager of the next edition of Rowell's American Newspaper Directory I feel the necessity of getting closer to the responsible and honorable publisher, and while the strictness of Mr. Rowell's principles and the time-honored integrity of his purposes will remain unchanged I realize the desirability of having the publishers support and co-operation.

* Reprinted from Rowell's American Newspaper Directory for 1906.

The response to this announcement, from the best publishers all over the country, was instant and thoroughly gratifying. The plan of a truly independent directory was welcomed, praised, cordially endorsed and desired. I have many times read the pile of letters now laying before me which I received on that occasion and which brought the first cheer in a departure which seemed not easy, to say the least.

* * *

In subsequent dealings with the American publishers I not only found them to be gentlemen as a rule, but I discovered that a large number of them were heartily in accord with the methods and endeavors of the Rowell Directory and thoroughly disgusted with the graft system which numerous so-called directories, issued by advertising agencies practice. Many publishers admitted they were being blackmailed, though they were willing to submit to this for fear of losing business from the agencies. So many publishers have told me this story that I am inclined to believe it, though I have never yet been able to comprehend its logic.

And if the story *is* true I hope to God the American publisher will soon assert his manhood and reject in the future, a method of business of which he admits he is ashamed.

Every single advertisement which has a place in this book was secured on a cash contract and given a place in the catalogue part and within the respective State.

* * *

I did not have the desire, nor the gall, to ask a publisher to pay us good money for an advertisement, then place it in the back part of a ponderous volume, bunched together with hundreds of others, where it would be about as effective as if placed "under a coffin-lid."

* * *

I reasoned that a publisher is entitled to SERVICE, and to the best sort of service I could offer him. An advertisement as placed in the 1905 edition of this directory IS valuable to the publisher, and conveys welcome information to the advertiser who buys the book solely for the sake of the information it conveys.

* * *

The Rowell Directory has been for over a third of a century the link of service between publisher and advertiser, the only one with an independent fundamental policy and conduct.

It is now in its thirty-seventh year of consecutive publication under the supervision of its founder.

* * *

There is no greater power in this country than its Press, and there is no greater single industry than American advertising. A directory which honestly and intelligently serves both has not only its mission, but is a necessity, and it may even hope to explode in the future that great fallacy, and that unwarranted prejudice of a publisher's association whose members have collectively obligated themselves to refuse to advertise in *one* directory simply and solely for the reason that they might also be called upon to advertise in the editions of half a dozen imitators. Why any one should agree collectively to something that he personally despises is rather odd.

* * *

Graft, as a factor in modern advertising, has had its day. Service and "making good" are taking its place. The honest publisher and the honest advertiser welcome alike an honest newspaper directory. Rowell's American Newspaper Directory, its principles, its integrity, are more appreciated to-day than ever before. This book will stand in years to come, in the history of American advertising, as the greatest achievement of its founder, Mr. George P. Rowell, who, in the first appendix in the rear of this volume, defines "What is circulation?" based upon a forty years' experience in dealing with the subject.

* * *

The revision of the 1906 edition has already begun, in fact revision is constantly going on.

Information regarding dead or new papers, changes in frequency of issue, name or ownership is solicited and gladly received at this office, where it will have due attention.

Likewise suggestions and criticisms of a constructive nature and intent. Improvements are constantly in mind, and there is room for many until this Directory shall have attained and be recognized as the Clearing House and a national institution to which the advertiser may look for information, advice and help. There is no better foundation anywhere upon which to build an enduring structure of that sort than Rowell's American Newspaper Directory.

* * *

The 1905 edition is carefully revised. No comment is necessary. The book speaks for itself.

There has been a rather increased tendency on the part of the publishers to furnish circulation statements as exacted under the Directory rules, and the 1905 edition exceeds any previous year in Arabic figure ratings.



Unusual interest is manifested in the so-called Star Galaxy. Between 1899 and 1904 eight publications only had secured the Guarantee Star distinction, while during the 1905 revision nineteen new names were added, making a total of twenty-seven, namely:

ILLINOIS.		IOWA.	
Chicago.....	Daily News.	Sioux City.....	Tribune.
Chicago.....	Record-Herald.	MARYLAND.	
Decatur.....	Daily Review.	Baltimore.....	News.
Peoria.....	Star.	MASSACHUSETTS	
MINNESOTA.		Boston.....	Globe.
Minneapolis.....	Tribune.	MISSOURI.	
Minneapolis.....	Journal.	Kansas City.....	Star.
Minneapolis.....	Farm, Stock and Home.	NEBRASKA.	
PENNSYLVANIA.		Lincoln.....	Daily Star.
Philadelphia.....	Bulletin.	NEW JERSEY.	
Pittsburg.....	Post.	Red Bank.....	Register.
CALIFORNIA.		OHIO.	
Los Angeles.....	Saturday Post.	Akron.....	Beacon Journal.
Oakland.....	Herald.	SOUTH CAROLINA.	
NEW YORK.		Columbia.....	State.
Buffalo.....	Evening News.	VIRGINIA.	
Troy.....	Record.	Richmond.....	Times-Dispatch.
COLORADO.		WISCONSIN.	
Denver.....	Post.	Racine.....	Wisconsin Agriculturist.
DISTRICT OF COLUMBIA.		CANADA.	
Washington.....	Evening Star.	Toronto.....	Mail and Empire.
		Montreal.....	Star.

In this connection it may be, perhaps, of interest to state that, although the 1905 edition of the Directory is now completed, guarantee certificates will be issued at any time between now and the time of going to press with the 1906 Directory to publications deemed eligible to the Star Galaxy.

It may be truly said that the Guarantee Star attached to a publication in Rowell's American Newspaper Directory is the most conspicuous distinction which the Directory editor gives to a paper. The Star constitutes for a publication possessing it a perpetual advertisement of the highest character—costing nothing after the initial payment. Year after year the Star will appear in each issue of the book, imbedded in the catalogue part of the Directory, guaranteeing the accuracy of the latest circulation rating given in Arabic figures—always free after the initial payment. It stands out bold and bright as the symbol of the highest guarantee for a publisher's honesty and square dealing with an advertiser.

Rowell's American Newspaper Directory Guarantee Star is of vastly higher quality and value to the intelligent advertiser than all the certificates of associations and accountants that charge good fees for a one-time sporadic investigation, which is as ephemeral as it is misleading. Rowell's Guarantee Star is perpetual—it guarantees the publisher's honesty and good faith; it guarantees his own statement, and the Directory merely acts as custodian and attorney for publisher and advertiser.

CHAS. J. ZINGG, Manager,

The Printers' Ink Publishing Company, Publishers.
New York City, May 15, 1905.

ANNOUNCEMENT.

MESSRS. D. APPLETON & CO. beg leave to announce that they have purchased THE BOOKLOVERS MAGAZINE, which will in future be published by them and known as

APPLETON'S Booklovers Magazine

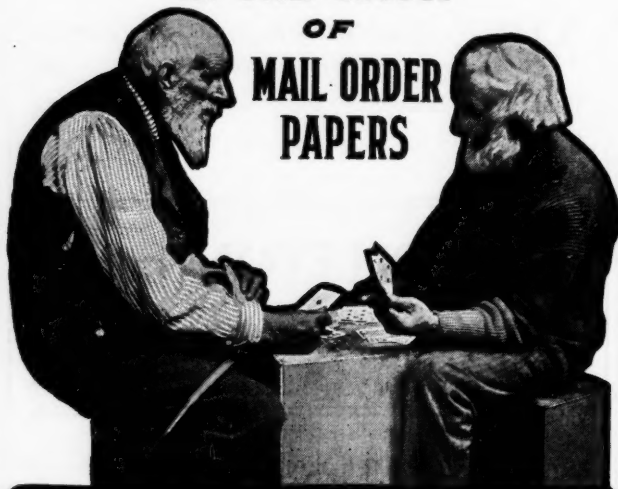
The acquisition of THE BOOKLOVERS MAGAZINE by D. Appleton & Co. means an aggressive, forward movement in all departments. The BOOKLOVERS is admittedly in the front rank of the high grade magazines. With the additional facilities which the new owners bring to the publication, a steady increase in circulation can be looked for.

The advertising department having been moved from Philadelphia to New York, all communications intended for the home office should be addressed to

D. APPLETON & CO.

436 FIFTH AVENUE, N. Y.

COMFORT IS THE ACE IN THE PACK OF MAIL ORDER PAPERS



COMFORT has them all beaten—on both circulation and results. Every one of the Million and a Quarter copies issued each month goes into a country home—goes to people who have the mail-order buying habit. The mail-order advertisers who use COMFORT can't help getting results—and they do, otherwise they wouldn't stay in the paper year after year. Ask any advertising agent about COMFORT, or write

W. H. GANNETT, Pub. Inc.
AUGUSTA, MAINE

NEW YORK
707 Temple Court

CHICAGO
1635 Marquette Building